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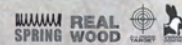
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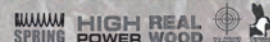


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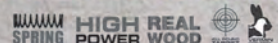


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A look at metallic ammunition and its importance to your business **p18**



A full report and the latest news from the ATA archery show. **p28**

**APRIL 2015**

[www.guntradeworld.com](http://www.guntradeworld.com)

# Gun manufacturer set to launch this summer



The working M4 carbine prototype.



Ray Mancini is the CEO and brains behind SIG Group International.

**W**ith some of the biggest names in the business behind it, the launch of Pilum Arms in July already looks like being a huge success.

The brainchild of SIG Group International CEO Ray Mancini, from Australia, the manufacturer will be based in Italy and will offer a family of firearms designed for law-enforcement, military and civilian markets.

Ray, a globally recognised tactics instructor, will unveil the new company on July 4th, with a portfolio of products made using state-of-the-art engineering and intense research and development for both bolt-action and semi-automatic firearms.

The first working M4 carbine prototype was developed and successfully tested last July and, by December, an entire family of firearms was developed around its revolutionary design.

Ray has more than 20 years of dedicated and diversified commitment within the personal-defence industry and began developing the Pilum Arms concept in 2013 to fill a gap that he saw in the market for weapons made from premium materials at every price tier.

He explained: "Pilum Arms' civilian line will be accessible to everyone, from the novice looking for an exceptional yet economic first rifle to the experienced marksman who only wants to own the best of the best."

"Recognising that Italy is the source of a lot of amazing products, Pilum Arms will set itself apart with a focus on superior manufacturing, materials and overall exceptional quality. All of our platforms will be constructed from the very best materials that money can buy, including even our most affordable models."

The launch will include a new design of a state-of-the-art bolt-action-rifle platform.

"The .308 rifle range will be one of the most accurate and reliable out-of-the-box rifles on the market," Ray added.

Features of the range include a new modern design, smooth bolt operation, and detachable box magazine, all in an indestructible, great-looking stock.

Additional details will continue to be released throughout the spring until the official summer launch.

• Continued on page 6

# A tale of two worlds...

If you're a hunter or in the gun trade supplying Norway then this month you're probably celebrating because the Norwegian parliament has agreed to reintroduce lead shot for live-quarry hunting outside wetlands.

The decision was resolved by 790 votes to 16 at the start of February, following a lengthy campaign by the Norwegian Association of Hunters and Anglers – the Jegernes Interesseorganisasjon (JI).

The move was backed by all four of the country's main political parties despite "massive pressure from a smaller group of researchers and veterinarians against lead ammunition.

"The fact that these parties have not been affected by excessive argumentation on the basis of campaign-based research commands respect," a JI statement said.

The JI has been campaigning to bring back lead – which it sees as "the most suitable material in hunting ammunition" – since the Norwegian government brought in a lead-shot ban in 2005.

The organisation criticised the ban on the grounds that it

lacked a solid evidential basis and that the use of alternative ammunition posed animal-welfare risks.

Non-lead ammunition doesn't kill as cleanly or as efficiently as lead, and therefore causes unnecessary suffering to quarry, it argued. It also said that potential effects of substitute materials on health and the environment have not been studied fully.

Contrast this with the UK, where a row has been brewing after the Lead Ammunition Group (LAG) – set up five years ago to examine the same issues and comprising gun groups, wildlife bodies, conservation organisations and rural businesses – seems to be considering agreeing a ban.

The UK government's Department for Environment, Food & Rural Affairs (Defra) appears to have 'leaked' an e-mail from a senior LAG figure who believes lead IS dangerous and should be phased out for shooting in the UK altogether!

Of course there are non-toxic alternatives and savvy ammunition manufacturers have been developing and selling them for years. But,

for many, nothing can replace lead – it's inexpensive, dense enough to ensure decent flight characteristics, offers good penetration so kills game quickly and humanely and is soft, making it easy on your barrels.

Over the years there have been some key studies done on the use of lead in other sectors – such as paint and petrol – which has resulted in changes in legislation.

But many of those involved in this latest research continue to say there's no viable evidence to phase out lead shot in ammunition, as Norway has concluded.

It's a worrying time, indeed, whether you're a traditional ammunition manufacturer looking at the UK market or a keen shot over here.

I'm reminded, though, of one piece of wisdom I encountered in the USA a few years back.

Referring to claims that meat shot with lead could be contaminated, I was told: "Worrying about lead in bullets is like drinking water because people drown in it."

**John Hunter**  
Editor in chief

## Sean O'Driscoll Publisher

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Sean really is the driving force behind **DHP's** trade division. Having been in the gun trade for more than 20 years, he understands how it all works!

## John Hunter Editor in chief

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John has more than 18 years' experience of the shooting and fishing trade and is a regular visitor to international events. He co-ordinates the magazine.

## Bart Manganiello US sales

E: [bartalm@optonline.net](mailto:bartalm@optonline.net)



Bart has been selling on trade magazines for all of his working life and has helped more companies grow their business than anyone else we can think of!

## Mark Peacock RoW sales

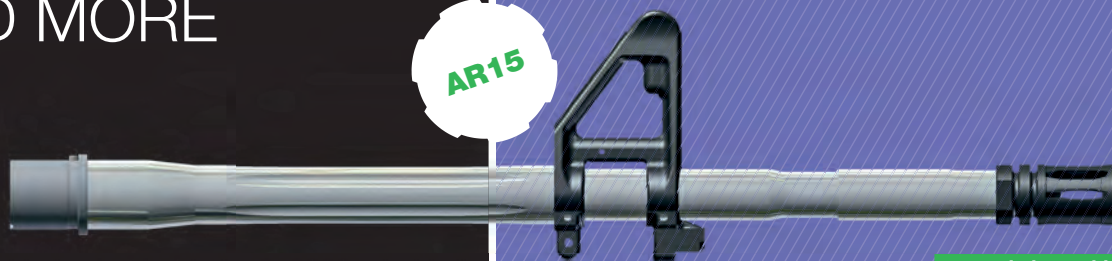
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Mark has spent many years in B2B marketing and has a long history of helping companies build brands.

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18



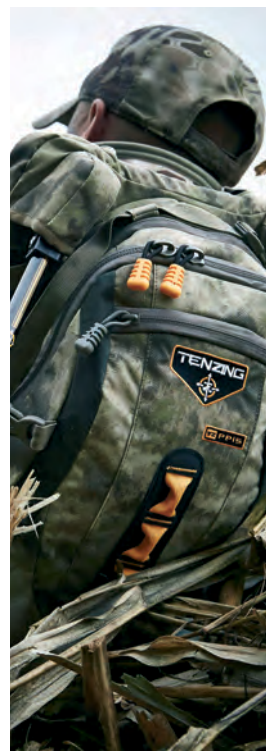
34



38



42



46

# Contents

## 08 News

How the USA is fighting back against awkward knife laws.

## 18 Spotlight On... Ammunition

How important to your business is this market sector?

## 22 Matrix Of Makers... Ammunition

A listing of some of the major players in this area.

## 24 NSSF News

The second-biggest SHOT Show doesn't mean it was second best!

## 26 Gamo Bear Grylls

A famous UK adventurer lends his name to a Spanish brand's launches.

## 28 ATA Archery Show

What's trending following the 2015 bow industry meet-up?

## 32 Kahles

The Austrian optic manufacturer outlines its ballistic drop compensation.

## 34 Contessa

How easy is it to produce scope mounts you can re-zero quickly and simply?

## 36 Great Gear – Alternative Ammunition

We take a look at the lead-free alternatives currently on offer.

## 38 Company Profile – Hornady

We profile one of the best-known names in ammunition.

## 42 Doing Business With... Republic of Ireland

It may have been hit hard by the recession but Ireland still offers opportunities.

## 46 Tenzing

To tackle a predator you need kit that's up to the job. Tenzing has it covered.

## 48 Making Contact

Which products should be fighting for space on your shelves?

## 52 Making Contact – Magnum Research

The latest incarnation of the Desert Eagle – now in animal-print coating!

## 54 Making Contact – BOS Optics

Need more magnification for your scope? Will 35 times do you?

## 56 Making Contact – LimbSaver

Control noise and vibration with the latest gear from this expert supplier.

## 58 Making Contact – Streamlight

Blinding lumens and hotspot illumination from the Stinger and Strion HPL.

## 60 Making Contact – Sauvestre

The French company's lead-free products have the future covered.

## 62 Making Contact – Leapers/UTG

This looks like being a big year for the US firm with many lines launched.





# States battle to attract gunmakers

While some US states are busy enacting legislation that is forcing gun manufacturers out of their traditional homes, others are fighting to attract them to their areas.

Already, a host of big-name players have turned their backs on states where restrictive gun laws have been put in place.

But where do they go? Some have looked to nearby states that are more open to the idea of gun manufacture, while others have taken advantage of financial breaks being offered.

Although yet to welcome any major players in the gun trade, Kansas has spent 18 months trying to lure manufacturers by easing gun laws.

Pat George, Kansas commerce secretary, has said: "We wouldn't be in the game if it weren't for our openness to guns and the Second Amendment."

At stake is a piece of an industry that churns through billions of dollars each year and employs tens of thousands of manufacturing workers across the country.

Gun and ammunition manufacturing is a \$13 billion business in the USA, employing about 46,000 people. It reaped \$1.4 billion in profits last year, according to market-research company IBISWorld.

Missouri lawmakers have eased up on gun restrictions, blocking cities from banning the open carry of firearms and lowering the age for getting a concealed-carry permit. Like other manufacturers, gunmakers look for affordable places with a skilled workforce.

Last summer, Beretta USA quit its Maryland facility after military-style assault weapons and gun magazines holding more than 10 rounds were banned.

It set about building a \$45 million plant in Tennessee, which will boast around 200 staff.

Rifle maker PTR Industries moved 20 jobs to South Carolina from Connecticut after the latter's assault-weapon and larger-round magazine ban. Connecticut "literally legislated the company out of business," PTR's Bob Grabowski said.

Last spring Kahr Firearms Group started work on a new headquarters and research unit in Pennsylvania, with the aim of leaving New York State after a similar piece of legislation. Eventually, it will add manufacturing facilities there as well.

While in Texas, O F Mossberg & Sons has decided to expand its operation there. Although based in Connecticut, it is investing \$3.4 million to create 50 new jobs in the state.

Chief executive Iver Mossberg explained: "Investing in Texas was an easy decision. 'It's a state that is not only committed to economic growth but also honours and respects the Second Amendment.'"

Mike Bazinet of trade body the National Shooting Sports Foundation revealed: "While some states have acted to demonise gunmakers and hurt their brand equity in the marketplace, many others see the economic value in the well-paying manufacturing jobs that our industry provides."



## Pilum Arms summer launch

Continued from page 3

Ray himself is an internationally known law-enforcement and special-forces educator and trainer as well as being the CEO of Security Intelligence Group (SIG) based in Perth, Western Australia, with offices in America, Italy, Ukraine and UAE. He is also the author of *Zen, Meditation & The Art of Shooting*.

SIG is an organisation renowned worldwide for security consultation, specialist firearms and tactical training.

Combining a number of companies and training academies, the group provides high-quality security services with a commitment to maintaining excellence, respect and integrity in all aspects of its operations.

To strengthen and grow its leadership position it provides training programmes designed to exceed its customers' expectations, with the aim of allowing those taking part to turn them into a career.

*\* Please note that the SIG Group Australia (which includes SIG Academy, SIG National, SIG-Security Intelligence Group and the TAC-Shop) is no longer affiliated or associated with Sig Sauer INC or the Sig Sauer Academy USA.*

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# Nationwide plan to change knife laws

An ambitious plan by the American Knife & Tool Institute (AKTI) to grow knife ownership by getting restrictive laws changed has been gathering pace in recent months.

And where the giant organisation – which represents knife manufacturers and users – cannot get complete prohibitions removed, it is trying to get laws written to remove or clarify archaic and confusing terms that cause inconsistent or unreasonable punishments.

AKTI's aim is to provide protection when travelling from location to location from a myriad of local laws in different states across the USA.

Because the legislative process takes substantial time, it can frequently require several legislative sessions to get bills passed. AKTI has been working with suppliers in many states to encourage a rethink on existing, stringent legislation.

In Idaho, the Senate Committee has introduced a knife pre-emption bill, which would also void any current local knife laws that are more restrictive than the state law.



In Indiana there is a bill to make state knife law override any city or county ordinance and keep knife owners or those travelling in the state from more restrictive laws in municipalities.

AKTI is working with Senator Don Gustavson to revise Nevada law governing knives. Automatics, dirks and daggers will be removed from the list of prohibited weapons.

One big success looks like being in Pennsylvania, where years of work have culminated in a bill to remove all references to knives under a prohibited offensive weapons act.

If this goes through the state would have no knife prohibitions and statewide uniformity or pre-emption.

Pennsylvania lawyer, knife expert and AKTI's legislative consultant Daniel C Lawson has been working relentlessly to make his state free of knife laws.

He said: "The AKTI is making a huge difference state by state, repealing or clarifying knife laws, and I'm very pleased that legislators in Pennsylvania have listened to my request to introduce this legislation.

"My representative was very understanding of the problems created when types of knives used as valuable tools are classified as offensive weapons."

However, there is still work to be done in Mississippi, where the 2015 Knife Pre-emption Bill – designed to ensure cities did not try to regulate knives more strictly than the state – failed to move out of committee.

## Training becomes reality for shooters

UTM Reality Based Training has unveiled a system for the consumer market using core technology only previously available to military, law-enforcement and professional organisations.

The Civilian Target Ammunition (CTA) Target Shooting Kit and Ammunition has initially been developed for AR-15-style weapons but there are plans to roll it out to other firearms soon.

Launching the concept at the SHOT Show in January, UTM RBT USA chief of operations Tony Lambraia said: "For nearly a decade, the US military, special forces and law-enforcement agencies have been using our products for training in their operational weapons.

"We wanted to make this core technology available to all consumers to address many of the issues facing the industry today, such as safety, accurate and reliable alternatives to live fire, ammunition shortages and environmental concerns.

"There is no gunpowder in the rounds, as it's a patented primer-actuated system, which means it's a lead-free, non-toxic, environmentally friendly round that leaves your weapon clean, with virtually no fouling.

"You can convert your weapon in under 60 seconds with a simple Bolt Carrier Group Exchange and it gives you normal weapon function, recoil and realistic and consistent cyclic rates."

## CZ partners hunting site

Top gun manufacturer Česká zbrojovka (CZ) has become the main partner of a hunting website designed to help people get the best shooting for less.

The *exchangehunt.com* portal has been created for those who are interested in hunting exchanges or hunting stays.

At present, all registrations and browsing on the website are free of charge and the operators want to keep it that way.

The founders of the International Club of Hunting



Exchanges – František Štolfa, Karel Gränz, Daniel Pavlík, Pavel Sobotka and Miroslav Šusta – created the website.

CZ, the Czech producer of quality and worldwide-known hunting arms, has now thrown its weight behind the project, offering a unique opportunity to try the newest models of its guns' production during these exchange hunts.

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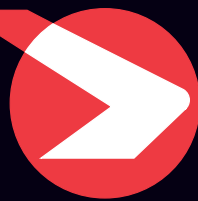
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# Flambeau expands its product line

US-based Flambeau Outdoors, already successful with decoys, tackle boxes, gun cases and game calls, is expanding into other areas for 2015.

Among the items catching the eye was a collection of rechargeable heated gloves and boot inserts designed to keep hunters, anglers and snow travellers warm, whether it's in the woods or on hard water.

The heated gear is powered by Flambeau's proprietary Freerein rechargeable battery system. The lightweight 3.7V lithium ion batteries are removable for the gloves and built into the insoles and good for hundreds of charging cycles.

Spurring Flambeau's move into this sector was the addition of Chris Gurreri to its management team as president of its retail markets and packaging group.

Chris, who joined the company last summer, brought

the rechargeable-battery system along with him. Using technologies gleaned from other consumer electronics, the batteries are lightweight, easy to recharge and energy efficient.

He explained: "Since 1947 Flambeau has been making products that help hunters and anglers get the most from their time outdoors. I see our new gloves and footbeds as a natural extension of that philosophy."

There are two options for the hands – the Heated Glove Kit and the Heated Leather Palm Glove Kit, both waterproof and breathable and designed to keep hands and fingers warm for up to four hours.

For the feet, Flambeau offers a Heated Insoles Kit and Hot Feet Heated Insoles with remote. Available in three sizes, the footbeds will provide warmth for up to eight hours, perfect for an evening in the tree stand or a



The Heated Glove Kit designed to keep you warm for up to four hours.

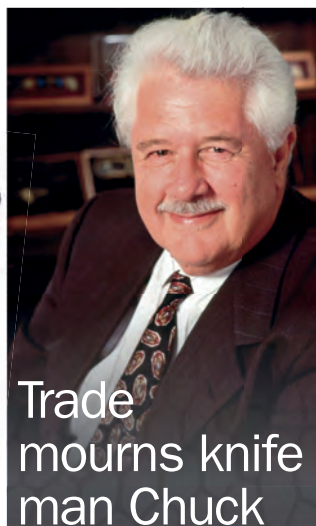
morning on the duck blind.

At SHOT Show, Flambeau also showed off a heated hand muffler, a heated vest and a collection of lights using the Freerein batteries, which are also capable of charging a cellphone and other hand-held electronics.

"It's a bit of a new direction for us," said Chris. "But in reality, our heated products are designed exactly for the people who've been with us since the start."

Flambeau Outdoors

W: [www.flambeauoutdoors.com](http://www.flambeauoutdoors.com)



## Trade mourns knife man Chuck

Chuck Buck, the third generation behind Buck Knives and most recently chairman of the company originally based in California, USA, for almost four decades, passed away this month in Idaho, where the company is now headquartered.

Buck's grandfather, Hoyt, founded Buck Knives and Al Buck further developed the business. Chuck worked his way up in the company, serving as president and CEO for many years.

He was very active in representing the company until just last year.

## Deerhunter marks anniversary with clothing and logo

Top Danish hunting-clothing brand Deerhunter is marking three decades in the industry with a special clothing launch and a new-look logo.

It all started in 1985 with a vision to create perfect hunting clothing and today Deerhunter is represented in more than 30 countries.

The firm never rests on its laurels, constantly striving for perfection and to be among the best suppliers of functional hunting clothing for "the real hunter".

It is marking its 30-year anniversary with a variety of activities, with one of the highlights being its anniversary set under the name Mufon.

This launch is featured in Deerhunter's 2015 catalogue alongside some great value-for-money gear such as the new Heat Mesh set in camou and its reversible Attack jacket and waistcoat.

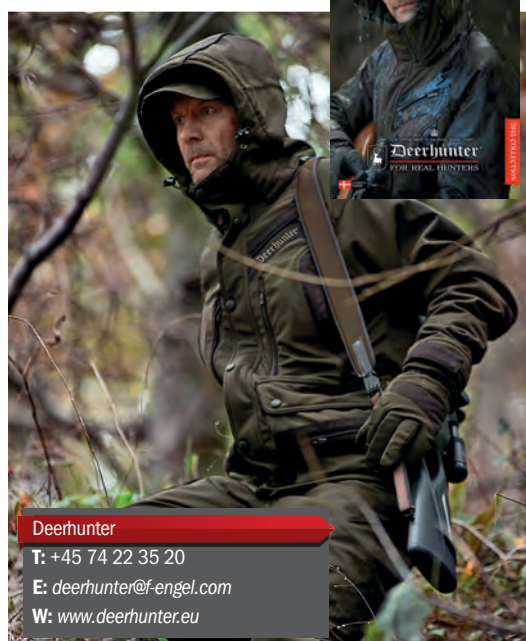
At the same time, it is launching its latest website and a selection of short films featuring exciting hunting experiences.

Meanwhile, the company has also been through an extensive brand strategy process that has allowed it to define its ethos and has unveiled a new logo as a result.

Deerhunter is for "the real hunter", who cultivates his passion with such an intensity that only the best hunting clothes are good enough.

Deerhunter's clothes do not belong on a catwalk in a fashion show; rather they have been made by hunters, for hunters, and it surely makes sense. The clothes are made to be worn and used intensively!

The 2015 catalogue can be viewed online at <http://ipaper.f-engel.com/DeerhunterCatalogue2015/>.



Deerhunter

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The Bergara Premier tactical model BPR 17.

# Bergara lines up more rifles

Spanish barrel and gunmaker Bergara is taking its brand into more affordable price points with the launch of two further lines.

The firm, best known for the premium-quality barrels it produces for several of the world's top rifle brands, entered the rifle market two years ago with its own line of custom rifles and quickly established a strong reputation for quality and accuracy.

But at this year's SHOT Show, Bergara unveiled two additional lines of production rifles, designed to take the brand into more competitive and affordable price points.

Bergara has dubbed these new lines Premier and Performance and, in combination with the existing custom offering, will

give the brand a good, better, best product segmentation.

Bergara's vice-president of technical development, Mark Hendricks, said: "The Premier rifles are very comparable to Bergara's custom rifles but we were able to get them into the middle price points by standardising some features and dimensions, thereby allowing greater efficiencies in parts production and assembly."

These guns will still feature the new Bergara Premium Action, which Hendricks designed, coupled with the famous Bergara barrel, just like the custom models.

Both a tactical model (BPR 17) and a hunting model (BPR 16) will be included in the initial introduction. All Premier rifles are built in the USA at the

Bergara USA facility.

Bergara's Performance line is targeted more towards the mass market with retail price points under \$1,000.

The first introduction will be the B-14 model bolt-action hunting rifle; built entirely at Bergara's barrel factory in Spain it will be distributed in both Europe and the USA.

The Bergara barrel is complemented by a super-smooth action that is based on the Remington 700 design.

Stocks are available in a classic style, oil-finished walnut and a lightweight synthetic.

## Bergara

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## Pick up some tips from Starline

US manufacturer Starline Brass is kicking off a new video series for its online media content platform, offering hints for reloaders.

The Quick Tips video series features Starline's process manager, Hunter Piant, sharing his knowledge and expertise for beginners and advanced reloaders.

The videos will complement the popular Brass Facts films that Starline launched in 2013.

Starline Brass vice-president Robert Hayden Jr said: "We want to share as much helpful content with our customers as we possibly can. As reloaders ourselves, we understand many of the challenges and can offer tips and solutions from our perspective that some folks may not be aware of."

To watch the clips, visit [www.starlinebrass.com/videos](http://www.starlinebrass.com/videos).

Wiley X's 2015 hunting and shooting catalogue details every model.



## In the hunt with Wiley X glasses

Top European eyewear manufacturer Wiley X has released its 2015 hunting and shooting catalogue.

Each of the models featured in this catalogue is said to meet

or exceed MIL-PRF-32432 V0 Ballistic Impact Standards for spectacles.

The Ballistic Standard requires glasses to withstand the impact of a .15-calibre (3.8mm) fragment fired at 640 to 660fps (195 to 201m/s)

World champions and world record holders attest to the protection and optical quality of Wiley X glasses, which

is vital whether you are hunting or shooting targets.

The catalogue also details product test methods, features prescription eyewear, reveals how to overcome cross-eye domination and still wear ballistic-approved safety eyewear, as well as detailing the protection that hunters have already enjoyed during hunting accidents.

## Wiley X Europe

E: [info@wileyx.eu](mailto:info@wileyx.eu)

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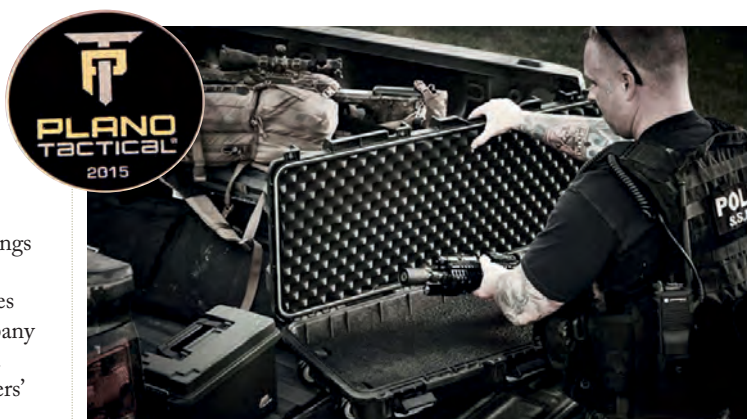
# Plano goes tactical

Buoyed by calls for its products from military and law-enforcement communities, hunting, shooting and angling brand Plano Synergy has unveiled a tactical arm.

From its humble beginnings producing the world's first moulded-plastic tackle boxes over 65 years ago, the company has built its reputation on a mission of keeping customers' valuable gear organised and protected.

With 12 unique brands, Plano Synergy continues to put its engineering and manufacturing resources into developing thousands of lifestyle products, attracting a loyal following in the process for their utility and reliability.

Plano government and



Small arms cases, medical bags and ammunition boxes will feature in Plano's new tactical arm.

law-enforcement sales manager Eric Flesvig explained: "Plano is using its significant resources to design and manufacture several lines of specialised gear and accessories for professional use by military, first responders and law-enforcement personnel."

While the company has long

been an industry leader in the design and sales of medical boxes widely used by first responders and emergency personnel, the development of Plano Tactical marks the company's first targeted and comprehensive launch of professional-grade tactical products.

Eric continued: "We looked at the Plano recreational products these professionals were using and then applied significant engineering advancements to create unique new products to meet the exacting standards of the military and law-enforcement communities."

Initial product offerings are expected to be available from April and will consist of two all-new Tenzing Tactical packs, five Field Locker Mil-Spec small arms cases, a full line of Plano medical bags and boxes, as well as a variety of other gun cases, ammunition boxes and task-specific accessories.

**Plano Synergy**

T: +1 630 552 3111

W: [www.planosynergy.com](http://www.planosynergy.com)



The special edition Benchmade 551BKS-AS Griptilian with custom *AmericanSnipers.org* laser markings.

## Knifemakers back AmericanSnipers

Benchmade Knife Company, the maker of premium sports cutlery for the last 26 years, has partnered with *AmericanSnipers.org* to support American law-enforcement and military snipers.

*AmericanSnipers.org* is a non-profit organisation comprised of active and retired law-enforcement and military snipers who volunteer their time to raise equipment and monetary donations at firearm-industry and military events/functions.

All funds donated to the group go towards the procurement of requested supplies that will deploy with snipers to help them in their missions around the globe.

As part of this effort, Benchmade has introduced the special edition 551BKS-AS Griptilian with a black 154cm steel blade, sand handle scales and custom *AmericanSnipers.org* laser markings.

Portions of the sales from this special edition will go directly to

the organisation.

A spokesman said: "*AmericanSnipers.org* is very grateful to have Benchmade approach us and want to work with us on a project like this."

"Many of us have carried and relied on Benchmade knives on and off duty for years, and we know the quality and reputation of the products. We are very excited about the programme and know the supporters will get a great product with our legacy logo."

## DMT debuts new products

Diamond Machining Technology (DMT) is offering three more US-made products internationally.

Originally introduced on the company's DiaFlat lapping plate, the Hardcoat surface provides the extra durability needed for long-term sharpening of ceramic or steel knives.

Although harder than steel, ceramic blades are also delicate and more prone to nicks and dings, and, contrary to popular belief, do lose their edges over time. While all DMT sharpeners can handle the hardest materials, including ceramic, it is taking it to the next level with its proprietary Hardcoat surface.

This technology is now available on its 8in DuoSharp HC Sharpener with Base, 12in Diamond Steel HC Sharpener and Diafold HC Double-Sided Sharpener.



YOUR MISSION. OUR VISION.

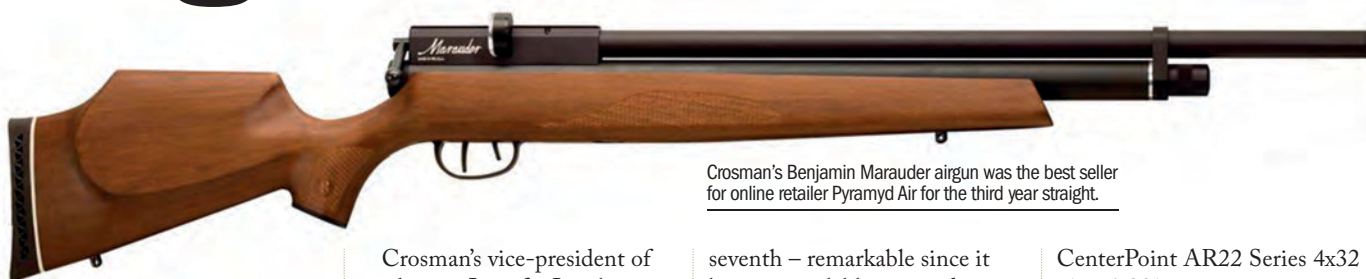


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# Crosman is tops with largest online retailer



Crosman's Benjamin Marauder airgun was the best seller for online retailer Pyramyd Air for the third year straight.

**P**yramyd Air, the world's largest online retailer for airguns, has revealed that four of its bestselling products last year were from airgun maker Crosman.

The American manufacturer topped the sales chart in air rifles, air pistols, high-end airguns and scopes.

The Marauder from Benjamin, Crosman's premium line of airguns, was the best seller for the third straight year, in addition to being the top-selling high-end airgun.

Crosman's vice-president of marketing, Jennifer Lambert, said: "We're thrilled that a retailer like Pyramyd Air, where consumers can choose from literally every product available, made Crosman its top choice in every major product category."

"It is testament to the quality and value Crosman has been known for, for over 90 years."

Among Pyramyd's top 10 air-rifle products, the Benjamin Marauder topped the pile; the Crosman 1077, the only CO<sub>2</sub>-powered rifle in the top 10, took fourth while the Benjamin Trail with Nitro Piston 2 placed

seventh – remarkable since it became available just midway through the year.

The Crosman 2240, first produced in 1999, remains fantastically popular and came first in the air-pistol category, followed by the Crosman C11 in fifth and the Crosman Vigilante in eighth.

Among high-end airguns, the Benjamin Marauder placed first and the brand's pistol – the only handgun in the top 10 – was fourth.

The CenterPoint 4-16x40 AO riflescope came first in the optics category with the

CenterPoint AR22 Series 4x32 placed fifth.

Crosman's Premier Domed .22-calibre and Premier Hollowpoint .22-calibre pellets were fourth and fifth, respectively, in the ammunition category while, in airsoft, Crosman also placed two in the top 10 – the Pulse and Crosman Z11 Zombie Eliminator pistol.

**Crosman Corporation**

**T: +1 585 657 6161**

**W: [www.crosman.com](http://www.crosman.com)**

## Gerber sharpens sales with Brad

Gerber, an industry leader in knives, tools and gear, has welcomed Brad Webb as its new vice-president of sales.

A seasoned sales professional, Brad was most recently vice-president of sales operations with Plano Synergy and has extensive experience in the hunting, outdoor-recreation and sporting-goods markets.

Gerber president Rob Kass said: "We're thrilled to have Brad join us and look forward to him applying his knowledge and experience to our business."

"Brad is a collaborator with deep experience in our sales channels and a proven track record of sales leadership."

In addition to Plano Synergy, Brad gained a wealth of management exposure in key sales roles at airgun giant Crosman Corporation as well as Primos Hunting Calls.

His proficiency in calling on accounts from independent sporting goods retailers to mass merchants will be an important asset in his work with Gerber.

Brad will oversee the Gerber sales



organisation, including internal directors, managers, coordinators and the customer-service team, as well as its external sales partners.

Brad said: "Gerber has a remarkable history and a very bright future and I'm honoured to join a company with such a strong reputation."

"The organisation is stacked with talented, passionate people and I'm looking forward to helping contribute to the brand's success for years to come."

## Gunmaker re-employs staff as upturn continues

American firearm manufacturer PTR Industries is now rehiring for the positions it had to cut last summer due to a downturn in demand for guns.

CEO Josh Fiorini explained: "The gun business has been very cyclical the past several years with all the political upheaval and it's created a lot of boom and bust cycles and, unfortunately, the most recent bust cycle happened to coincide with when we got here."

The gun industry is getting stronger again and PTR Industries is now able to bring itself back to full staff.

The firm has hired five full-time employees over the past couple of weeks. As *GTW* went to press it still had four openings, mostly for overnight machinists who help supply what the assembly line completes during the day.





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SPOTLIGHT ON **RIMFIRE & CENTREFIRE AMMUNITION**

# Why it makes sense to load up your store

It's vital to stock up on the right ammunition to ensure that you never disappoint your customers and keep them coming back for more.

If you are a gun shop, ammunition is essential – without it your customers have no way of enjoying their firearms and it is one of the best ways to encourage repeat business. The need for ongoing supplies of ammunition provides an important link between gun shops and customers by ensuring regular contact.

In this feature we will consider metallic ammunition as opposed to shotgun cartridges, which is a different game entirely.

After two difficult years – where demand outstripped

supply quite considerably, especially in the USA following President Obama's threats to bring in tougher gun laws – things have returned to something approaching normality, although that has not been without its problems either.

Many ammunition factories were expanding production lines or running them constantly in an effort to meet the demand but, now that demand has eased, some retailers have been left with stockpiles of ammunition on their shelves. But things are getting better in general and we can all breathe a sigh of relief.

## What's in a name?

When we talk about metallic ammunition we really mean rimfire or centrefire. Although a number of other methods for propelling ammunition have been tried over the centuries, these are the two that have outlasted pretty much all others. But what's the difference and why choose one over the other?

Essentially, in rimfire the firing pin of the gun strikes and crushes the rim of the round to ignite the primer inside to propel the round forward. The rim will display a telltale mark where it has been struck.

With centrefire ammunition – by far and away the most common type of round – the firing pin strikes the primer cap in the middle of the cartridge base to produce the same effect.

## Rimfire

Rimfire ammunition dates back to the 1800s – although it was actually only patented in 1831 – but has changed little over the course of time, with the whole inside edge of the cartridge essentially being a large, flattened primer. The advantage to this is that it is relatively cheap to manufacture.



## RIMFIRE &amp; CENTREFIRE AMMUNITION SURVEY RESULTS

## BEST-SELLING BRANDS

## RIMFIRE

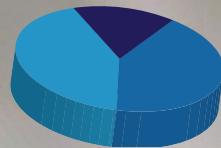
Eley  
CCI  
Winchester  
Remington  
Hornady  
Lapua  
RWS  
Federal

## CENTREFIRE RIFLE

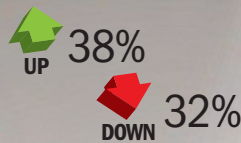
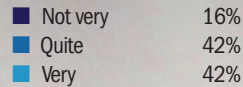
Federal  
Winchester  
Prvi Partisan  
Remington  
Sellier & Bellot  
RWS/RUAG  
PMC  
Norma  
Wolf

## CENTREFIRE PISTOL

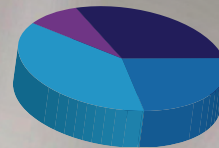
Hornady  
Federal  
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Geco  
Remington  
Sellier & Bellot  
Fiocchi  
Hornady  
CCI/Speer  
PMC



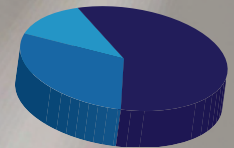
How important are Rimfire sales?



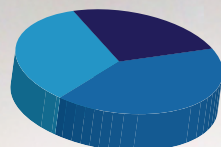
Previous 12 months' Rimfire sales



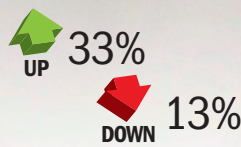
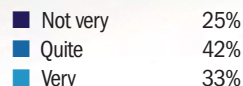
Main reason for choice of Rimfire brand



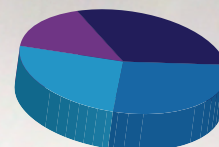
Best-selling type of Rimfire



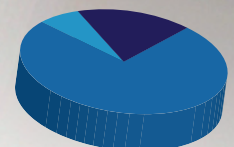
How important are Centrefire rifle sales?



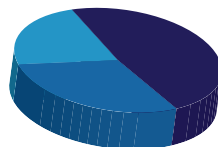
Previous 12 months' Centrefire rifle sales



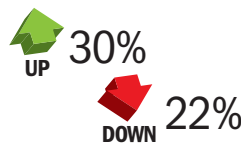
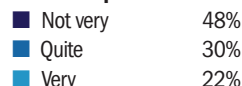
Main reason for choice of Centrefire rifle brand



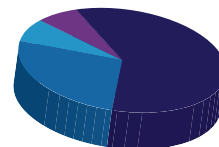
Best-selling type of Centrefire rifle



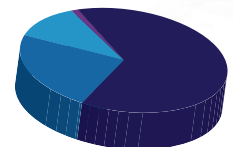
How important are Centrefire pistol sales?



Previous 12 months' Centrefire pistol sales



Main reason for choice of Centrefire pistol brand



Best-selling type of Centrefire pistol

However, the nature of the casing means it's also generally limited to smaller calibres, since the brass casing has to be less robust and it would be destroyed by an explosion of a large amount of gunpowder needed for a bigger projectile.

Another disadvantage is that the nature of the firing means the case is permanently deformed and, therefore, is unsuitable for reloading.

Their competitive pricing means that they are great for pest hunting and plinking but they are perhaps less reliable than their centrefire cousins.

You will also typically see rimfire ammunition in only .22 or perhaps .17 calibres.

Most .22 rimfire ammunition (58 per cent in our latest survey) is used for plinking and recreational shooting rather

than hunting (just 29 per cent) but it is perhaps best known for its appearance in major target competition events.

Here, the very best grade .22 LR ammunition is required, with some brands such as Eley, Lapua, SK and RWS going to extraordinary lengths to produce medal-winning match-grade products.

As you can imagine, the degree of extra technology, research development, testing and quality control is reflected in the price of match-grade ammunition, which can be four times that of plinking items.

When the less bulky nitro-cellulose propellant powders were developed, this allowed further improvements on .22-calibre rounds and the .22 Long Rifle (LR) came into being.

Despite its construction limitations, this calibre remains the most used round across the globe, being produced in vast quantities in various factories around the world and is used to win medals in the shooting events of the Olympic games, while also being a prized hunting round for small game and for pest control.

The little .22RF is more than adequate for small game like rabbit out to approaching 100 yards.

The ongoing importance of rimfire ammunition to dealers is reflected in the 57 per cent that recorded rimfire sales as 'very important' in our survey. The combination of the classic plinking, hunting and target rounds, now enhanced by the latest flat shooting .17 high-velocity rounds, has ensured that

the rimfire will be around for a long while yet.

Reflecting the ammunition shortage of the last couple of years, the 2014 survey results show that availability topped the reasons for brand choice, followed by price and then, close behind, performance.

Sales have grown for 38 per cent of those responding to our survey, with 84 per cent saying that rimfire ammunition is important to their business.

## Centrefire

The most popular ammunition style today by far, centerfire has numerous advantages over its cousin. Not only can you have much bigger rounds because the casing is far more robust, but that also means it is only the primer in the middle that gets damaged when firing.



As a consequence, the empty casing can be used over and over again, opening up new opportunities to sell other ingredients for enthusiastic home loaders.

Centrefire rounds are also felt to be more reliable and there's much more variety. Indeed, there are so many variations in terms of calibres and styles that it is virtually impossible for dealers to stock all options. They're also more expensive.

Familiarity with the species hunted in the area your customers come from can certainly help the retailer to decide which calibres and styles are worth putting on their shelves.

Although, if you are a specialist outfitter keen to equip those going further afield, such as on safari, you will need to have a sound understanding of the intended quarry and appropriate rounds.

Three-quarters of retailers replying to our survey say that centrefire ammunition is important to their sales offering and bringing in customers, yet just over half note that they have seen no change in sales in the past 12 months.

Price just edges performance and then brand or make of centrefire ammo as the main reason for choosing a particular product.

Unsurprisingly, perhaps, three-quarters of dealers also reveal that hunting is the most popular use for the ammo they sell.

### Pistol power

There are similar considerations in terms of usage for pistol centrefire ammunition. Self-defence is becoming increasingly important, particularly in the USA, with new developments all the time.

Again, specialist knowledge is required to make the most of the various markets and some dealers take a direct interest in particular markets, depending on their expertise or a particular leaning.

Nevertheless, approximately half of our respondents made it



“Familiarity with the species hunted in the area your customers come from can certainly help the retailer to decide which calibres and styles are worth putting on their shelves.”

clear that sales of this ammunition were not especially important to their overall bottom line and a similar number (48 per cent) stated that sales were broadly stable over the past year.

Price was far and away the biggest influencing factor on purchase decisions (62 per cent), followed by performance (26 per cent), then availability and brand pretty much in equal parts.

Two-thirds of dealers reported that pistol centrefire ammo was mostly used for club and recreational shooting.

A quarter bought it for competition shooting and 12 per cent for self-defence or training. Only a tiny percentage opted for pistol centrefire ammo for hunting.

Some shooters prefer to purchase factory ammunition with a view to reloading the fired brass several times.

Some brands are highly regarded for the consistency and 'reloadability' of the brass cases (steel versions do not usually reload well) and this is something that dealers may find helpful to be able to advise their customers upon.

Reloading presses and component sales can be extremely useful additions to the sales of centrefire ammunition, both for rifle and pistol use, and this appears to be a growing sector.

### Growth spurt

The ammunition market is vast

and new calibres have sprung up in recent years to offer even more options, with a trend towards 'short magnums' – allowing for shorter-action rifles with magnum power for tackling larger quarry.

Long-range rounds have also flourished, with some designed for pure precision, while others, such as the Lapua 338 and its derivatives, have long-range tactical, anti-materiel and also hunting capabilities.

At the other end of the scale, the diminutive but remarkably efficient smaller rimfire calibres have also been developed, especially high velocity, lightweight jacketed bullet types such as the .17HMR and Mach2. **GTW**



## AROUND THE WORLD



01

### USA



Naturally, the country with such a heritage of gunmaking and ownership is also home to some of the world's leading ammunition makers, with brands like Federal, Winchester, Remington, CCI, Hornady and Black Hills being household names.

All bar Black Hills manufacture rimfire and centrefire ammunition, with Hornady the designers of the high-performance .17 HMR round with its tiny jacketed Hornady projectile. There are numerous other commercial, custom and specialised ammunition types for every purpose.

Several of the world's leading bullet manufactures, like Sierra, Nosler, Hornady and Barnes, are US-based too, along with case makers such as Starline and several leading suppliers of hand-loading equipment, including Lee, Lyman, Hornady and Dillon.

Inspired by the ongoing high demand outstripping supply, new makers are entering the centrefire ammunition production market. Ammunition, as with firearms, is providing a high point in an otherwise suppressed manufacturing climate in the USA.

02

### South Africa



Here, .22 rimfire is not allowed to hunt game with; it is only permitted for target shooting, training and species not classified as game under the Nature Conservations Act. Although slightly confusing, this actually means vermin and other birds can be shot with a .22 rimfire. For that reason, almost every farmer owns a .22 rimfire rifle. The .17 HMR is little heard of as yet.

Subsonic rimfire ammo is used but high velocity is the best seller, even though moderators are allowed. The .22 rimfire is used to train youngsters how to shoot.

The most popular centrefire calibres remain the .308 Win and 30/06 by far, with bigger calibres like 375 H&H also popular. Interestingly, the old .303 British is still a hot seller because so many older Enfield rifles are still owned by hunters.

Traditional calibres like 7X57 Mauser, 9.3x62 Mauser and even 300 Holland & Holland are currently making a comeback.

03

### Europe



Europe is blessed with a number of major ammunition makers, mostly in Germany, Italy, Austria and Scandinavia. Britain has no major maker of centrefire sporting ammunition but does have specialist suppliers like Kynamco making a fine range of 'big game' rounds for the serious hunter, including some rare and obsolescent types, and HPS which manufactures custom target ammunition.

Eley, maker of the most successful Olympic-medal-winning rimfire target ammunition plus sporting and club rimfire ammunition, is UK based.

Rimfire rounds form the basis of much club recreational and competition shooting up to international and Olympic standard, as well as being the mainstay in small-game hunting and pest control.

Likewise, pistol and rifle centrefire use is spread across a wide range of calibres to suit the discipline. Rifle rounds are required for species from fox and boar up to moose, making for many specialist calibres and varied bullet types, with makers having built fine reputations around certain well-proven designs.

04

### Australia & NZ



In New Zealand the Winchester 40gr lead subsonic is the number-one .22LR round, typically used in Ruger 10/22 semi-auto rifle for hunting rabbit and hare, often with sound moderator fitted. CCI takes second spot.

The .17 HMR is popular and has overtaken the .22 WMR, being used up to feral goat. Match rimfire shooting is very small compared with hunting needs. With six deer species to hunt, centrefire calibres range through .223, 243 and 270 right up to 308W, 708 and 7mm magnum, with .223 Rem the biggest seller. Even 338 Lapua is used for long-range hunting.

In Australia, rimfire-ammo brand choice remains good. Moderators don't feature because they are only permitted for specific purposes and not generally licensed, as with semi-auto rifles, so are a small market now. Subsonic and high-velocity ammunition is fairly evenly required and price has a great bearing on sales.

The 17 HMR initially took off but has quietened of late, possibly because the wind knocks it around for daytime use at longer ranges, but it is reasonably popular.

Hunters in Australia have a great variety of species that they can hunt compared with USA and Europe. In centrefire, the most popular calibre is .223 Rem, followed by 243, 308 and 204. The rest follow on but with the European calibres only having a small following here. Most hunters will use a .223 for fairly large

# MATRIX OF MAKERS

## Rimfire & Centrefire

# Ammunition

### MEXICO

**Aguila**

E: via website

W: [aguilaammo.com.mx](http://aguilaammo.com.mx)

### USA

**Allegiance Ammunition**

E: [dhm@allegianceammunition.com](mailto:dhm@allegianceammunition.com)

W: [www.allegianceammunition.com](http://www.allegianceammunition.com)

### PHILIPPINES

**Armscor Precision**

E: via website

W: [www.armscor.com.ph](http://www.armscor.com.ph)

### RUSSIA

**Barnaul**

E: [ammo@bszholding.ru](mailto:ammo@bszholding.ru)

W: [www.barnaulpatron.ru](http://www.barnaulpatron.ru)

### USA

**Black Hills**

F: +1 605 348 9827

W: [www.black-hills.com](http://www.black-hills.com)

### GERMANY

**Blaser**

E: [info@blaser.de](mailto:info@blaser.de)

W: [www.blaser.de](http://www.blaser.de)

### BRAZIL

**CBC/Magtech**

E: [export@cbc.com.br](mailto:export@cbc.com.br)

W: [magtechammunition.com.br](http://magtechammunition.com.br)

### USA

**CCI/Speer**

E: via website

W: [www.cci-ammunition.com](http://www.cci-ammunition.com)

### USA

**CorBon/Glaser**

E: [info@corbon.com](mailto:info@corbon.com)

W: [www.corbon.com](http://www.corbon.com)

### UK

**Eley Ltd**

E: [info@eley.co.uk](mailto:info@eley.co.uk)

W: [www.eleyammunition.com](http://www.eleyammunition.com)

### USA

**Federal**

E: [premiumpartners@atk.com](mailto:premiumpartners@atk.com)

W: [www.federalpremium.com](http://www.federalpremium.com)

### ITALY

**Fiocchi**

E: [info@fiocchi.com](mailto:info@fiocchi.com)

W: [www.fiocchi.com](http://www.fiocchi.com)

### USA

**Freedom Munitions**

E: [Sales@FreedomMunitions.com](mailto:Sales@FreedomMunitions.com)

W: [www.freedommunitions.com](http://www.freedommunitions.com)

### GERMANY

**GECO**

See RUAG Ammotech

### USA

**Hornady**

E: via website

W: [www.hornady.com](http://www.hornady.com)

### USA

**International Cartridge Corp**

E: via website

W: [www.iccammo.com](http://www.iccammo.com)

### UK

**Kynamco**

E: [info@kynamco.co.uk](mailto:info@kynamco.co.uk)

W: [www.kynochammunition.co.uk](http://www.kynochammunition.co.uk)

### FINLAND

**Lapua/Nammo**

E: [info@nammo.com](mailto:info@nammo.com)

W: [www.lapua.com](http://www.lapua.com)

### USA

**Lazzeroni Arms Co**

E: [arms@lazzeroni.com](mailto:arms@lazzeroni.com)

W: [www.lazzeroni.com](http://www.lazzeroni.com)

### USA

**Liberty Ammunition**

E: [MattPhillips@libertyammo.com](mailto:MattPhillips@libertyammo.com)

W: [www.libertyammunition.com](http://www.libertyammunition.com)

### GERMANY

**MEN**

E: [info@men-defencetec.de](mailto:info@men-defencetec.de)

W: [www.men-defencetec.de](http://www.men-defencetec.de)

### SWEDEN

**Norma**

E: via website

W: [www.norma.cc](http://www.norma.cc)

### USA

**Nosler**

E: via website

W: [www.nosler.com](http://www.nosler.com)

### USA

**Pierce Munitions**

E: [info@piercemunitions.com](mailto:info@piercemunitions.com)

W: [www.piercemunitions.com](http://www.piercemunitions.com)

### SOUTH KOREA

**PMC**

E: via website

W: [www.pmcammo.com](http://www.pmcammo.com)

### BOSNIA & HERZEGOVINA

**Pobjeda**

E: [info@ptg.ba](mailto:info@ptg.ba)

W: [www.pobjeda-technology.com](http://www.pobjeda-technology.com)

### USA

**Polycase**

E: [info@PolyCaseAmmo.com](mailto:info@PolyCaseAmmo.com)

W: [www.polycaseammunition.com](http://www.polycaseammunition.com)

### USA

**ProGrade Ammo**

E: [info@progradeammo.com](mailto:info@progradeammo.com)

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### SERBIA

**Prvi Partizan (PPU)**

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### USA

**Remington**

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### GERMANY

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### FINLAND

**Sako**

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### FRANCE

**Sauvestre**

E: via website

W: [www.sauvestre.com](http://www.sauvestre.com)

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**SBR Ammunition**

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W: [www.sbrammunition.com](http://www.sbrammunition.com)

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### USA

**Trajectories Technologies**

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W: [www.trajetech.com](http://www.trajetech.com)

### RUSSIA

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**Ultramax Ammunition**

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W: [www.ultramaxammunition.com](http://www.ultramaxammunition.com)

### USA

**Winchester**

E: via website

W: [www.winchester.com](http://www.winchester.com)

### USA

**WOLF**

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# A simply amazing SHOT Show

SHOT Show 2015 was the second biggest ever. But that doesn't mean it was the second best, says Chris Dolnack, National Shooting Sports Foundation's senior vice-president and chief marketing officer.

If you were to look only at the number of people attending SHOT Show 2015, then you might be tempted to think it came in second place.

Indeed it did. At 63,000-plus attendees, this year's event posted the second-highest attendance record in the show's history. But it turns out that its 'second-place' finish came with everything but a ticker-tape parade to celebrate its success.

## Standing out from the crowd

Let's start with that attendance number. Not only is 63,000 an enormous number of exhibitors – buyers, media members and other show guests, it turns out it's a better number than the record high of 67,000.

Complaints about crowded aisles in the Sands Expo Center were down, as were those about booths and meeting spaces and

just about every other aspect of a show that suffers from almost too big a crowd.

The word we heard most from exhibitors, most of whom had non-stop traffic and packed booths from open to close, was "manageable."

We also heard that the crowd quality was higher, leading directly to a more productive show for exhibitors and buyers. That happened through a

dedicated culling on NSSF's part that removed more than 2,200 unqualified buyers from the guest roster and the effort paid off even for first-time show attendees.

"The show was beyond expectations," Arthur Grant of Packin Fur Defense told us. "We found several suppliers willing to work with us despite our being a small start-up in the restricted southern California concealed-carry market space."



"We were able to find a distributor to work with, as well as a half-dozen vendors who are new themselves to distributing to retailers. Even the Ram exhibit was immeasurably helpful, not because of the trucks but rather because the business development lead helped us with a problem we have been working on for four months regarding our mobile-showroom concept. He likely saved me \$40k by spending a good half-hour with us."

### Moving ahead

The SHOT Show mobile app, sponsored solely by Daniel Defense, was also a big hit, proving this one small part of the show gets better each year.

"I just wanted to mention that the app for the iPhone for SHOT Show 2015 was very useful," said Sam Rivers, who travelled from Georgetown, Texas, for the show. "It had all the exhibitor info I needed and helped me navigate to the booths I was interested in. Great app!"

It wasn't just the show floor that got rave reviews. Every one of our dozen Retailer Seminars was sold out to capacity, as was SHOT Show University, while many press conferences were filled to standing room only.

NSSF's press conference announcing our research department's newest report, "Women Gun Owners: Purchasing, Perceptions and Participation," was still turning people away at the door 20 minutes into the presentation.

Several other areas of the show displayed remarkable growth. The New Product Center had more than 600 products on exhibit, double that from 2014, but the real boost there came in the product scans: 28,000 versus 8,500 from last year.

Our International Buyer's Program was another event that doubled its participation. With delegations from 15 countries attending the program's International Trade Center and the B2B Matchmaking and

- 84% of attendees were completely or very satisfied (2014: 82%)
- 82% of attendees are extremely or very likely to attend 2016 SHOT Show (2014: 79%)
- 76% of exhibitors are completely or very satisfied (2014: 75%)
- 96% of exhibitors are extremely or very likely to exhibit in 2016 (2014: 96%)



NSSF.ORG



Showtime components, we were very pleased to see so many members of our industry actively investigating new and unique ways to expand their businesses and thinking outside the box.

That this was just in its pilot stage two years ago and is now a fully fledged component of SHOT Show proves that the mom-and-pop culture our industry used to run on is being replaced by forward-thinking, creative businessmen and women, something that will secure our industry's continued success in future years.

### Ringin' tills

The brand-new SHOT Show Store was another success and

nearly sold out, with hundreds of compliments pouring in from attendees happy to have a tangible memory to take home from an event so important to them and their livelihoods.

And we'd certainly be remiss if we didn't mention the wild success of Bill Engvall's performance at the State of the Industry Dinner, yet another sold-out event. Not only did Bill step up after the rather pathetic withdrawal by Jay Leno, he delivered an outstanding comic routine that had the crowd holding their sides with laughter.

There are hundreds more tales of success from the 2015 SHOT Show, far more than we have room for here. That makes

this year's 'second-place' better than any blue ribbon we've ever got – and makes all of us here at NSSF look forward to doing it all even better next year. **GTW**

*\* I'd love to hear your SHOT Show success story. E-mail me at [cdolnack@nssf.org](mailto:cdolnack@nssf.org). Contributors will be randomly selected to receive SHOT Show swag.*



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# Gamo goes on an adventure with Bear Grylls

Take one of the most famous names in airguns and the world's best-known adventurer and you have a recipe for an innovative selection of gear.

Spanish airgun and accessory manufacturer Gamo has unleashed its adventurous side by teaming up with survival expert Bear Grylls for a new range of products.

The British adventurer, writer and TV presenter has lent his

name to a series of airguns and sets made by the Spanish giant.

The Bear Grylls Adventure Survival Set includes an adult precision break-barrel air rifle in .177 (4.5mm) calibre, with a specially designed synthetic stock inset with orange survival trim, ideal to accompany you on your next big

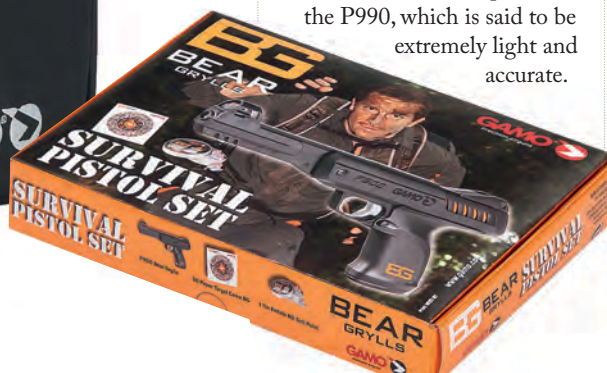
adventure. It is accompanied by a 4x28 TV riflescope.

The Young Explorer Set also includes a high-performance and lightweight break-barrel air rifle, this time with a distinctive orange wood stock and a 4x28 TV magnification scope. It is said to be the ideal carbine for youngsters.

Then there's the Survival Pistol Set, complete with a single-shot Gamo break-barrel air pistol, the P990, which is said to be extremely light and accurate.

All three sets also include 50 paper targets (camou patterned for the Adventure Survival and Pistol sets and spider patterned for the Explorer).

For those who can't get enough of Bear Grylls, the company also offers four styles of paper target in packs of 100 – Spyder, Camo, Hopper and assorted – plus a pistol cover or gunslip. GTW



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# Archery show hits the bull's-eye once more

Bad weather but a big crowd, continuing innovation and great format highlight a dynamic industry, explains Rick Sapp as he reports from the ATA (Archery Trade Association) Trade Show in the USA.

**T**weets sent into the electronic universe say this year's ATA Trade Show was – well, here's what Dan Schmidt @DanSchmidtDeer had to say: "This was my 20th AMO/ATA/Bow-hunting trade show. Must say, this was the best ever."

It seems to be a common sentiment among the nearly 10,000 attendees – manufacturers, retailers, wholesalers, sports personalities and media – who braved difficult weather to come together in Indianapolis, Indiana.

## A bright outlook

Several authorities have prophesied that, due to an ageing bow-hunter population made up principally of "baby boomers" – 3.5 million bow hunters still being the driving force that sustains archery in North America – archery has reached an inevitable peak of interest in the USA and Canada.

Those prophets are wrong for four reasons:

1. The industry and forward-thinking companies such as Mathews have aggressively recruited young archers by

supporting popular programmes like NASP, the National Archery in the Schools Program, which has, in little more than a dozen years, introduced countless thousands of young people to archery.

2. The spin-off from immensely popular theatrical events that highlighted the bow and arrow in their storytelling – *The Hobbit* and *Hunger Games* cycles, even *Arrow* on the CW television network – created an international buzz about archery, especially among young people.

3. The testament from this 2015 show proves that innovation

is not dead. Indeed, it moves forward continually, albeit unevenly, focusing for years on scent elimination or development of 3-D targets or drop-away arrow rests or bow silencing or arrow speed, and then moving on to another facet of the sport. Archery is not a mature and declining exercise. Archery is quite strong in fact... and getting stronger.

4. The essential reality that cannot be conclusively demonstrated in a financial statement: that shooting the bow and arrow in whatever form or style and for whatever



Crossbows continue to be in-demand archery products. Barnett and Mission, Carbon Express, Ten Point and others manufacture state-of-the-art horizontal bows and they can all be seen at the annual ATA show in January.



“ I come to the show every year so that I can stay on top of the latest research and find new products my customers will like. Ruben Ochoa, Solo Arqueria. ”

*purpose is an inherently self-fulfilling activity.*

## Popularity stakes

According to ATA, the Indiana Convention Center in Indianapolis is the most popular venue for the midwinter archery trade show, edging out alternative locations in Columbus, Louisville and Nashville.

Consequently, the ATA has contracted to host the annual event in Indianapolis for seven of the next nine years.

Indianapolis, after all, is centred on North America's bow-hunting heartland, as are the thousands of independent retailers who serve those millions of hunting archers.

Thus, because 70 per cent of the 1,133 retail/buyer/distributor attendees (2015 number) drive their vehicles to the annual event, Indianapolis is an excellent go-to location.

ATA developed a Convention Center venue that serves 645 exhibitors on 220,000 square feet of floor space. It has become a large, but “doable” trade show.

That figure does not include

featured new products zones, educational seminars on business topics such as e-commerce and always-in-demand archery set-up and tuning demonstrations, and evening entertainment sponsored by two of the larger groups of independent sales representatives, Outtech and Hudalla.

Indianapolis has come through with its share of development, also: expanded food and beverage services (always an issue at a crowded convention) and a network of overhead, enclosed walkways connecting the Convention Center to eight nearby hotels (a real consideration in 0°C weather when snow and ice make walking hazardous).

ATA has also taken the unique stance of developing 30ft shooting lanes where attendees can try before they buy. Representatives from on-the-floor companies supervise the lanes. This hands-on inside activity – 69 lanes were open this year – stands in marked contrast to the larger and admittedly more product-diverse January trade show, the National Shooting

Sports Foundation's SHOT (Shooting, Hunting and Outdoor Trade) Show where all shooting is forbidden. (Archery split away from SHOT in the mid-1990s to develop its own product and activity-specific trade show.)

Illustrating the continuing product innovation in archery, there may be no better indicator than the number of new and first-time exhibitor attendees (77), companies expanding their booth space (30) and companies exhibiting in the “Innovation Zone” (43, 25 of them for the first time).

Looking ahead, the 2016 ATA Show will be held from January 5th to 7th at the Kentucky Exposition Center in Louisville, Kentucky. Information and regular updates as 2016 draws ever closer can be found at [www.ArcheryTrade.org](http://www.ArcheryTrade.org).

## International welcome

Of course, ATA has not built such an industry-sustaining event solely for the benefit of America's domestic business. This year's International Reception was sponsored by The

Bohning Company.

Nearly 100 attendees from 11 foreign countries were welcomed by Bohning president Larry Griffith and ATA president/CEO Jay McAninch.

The reception gave international business people an opportunity to interact personally with archery manufacturers and suppliers.

Ruben Ochoa, owner of Solo Arqueria, Tlaquepaque, Mexico, for example, started an archery supplies business from the trunk of his car in 2000. Now he is Mexico's primary distributor for many prestigious archery brands and he manages eight franchises.

“Once you've been in this industry a while, you can tell whether a product will be popular for one year or many years,” Ruben said. “Here, I can see a range of products from all the companies, big or small, and hold them in my hands. Seeing products in person lets me talk to my clients and dealers about them.”

“I come to the show every year so that I can stay on top of the latest research and find new products my customers will like.” **GTW**





**03** The new Range-Rover Pro is a revolutionary green-dot LED, fully adjustable archery sight that features TRUGLO's trademarked "Zero-In" adjustment dial technology.



**02** The Easton Deep Six XD using the Deep Six broadhead. This arrow promises deeper penetration, greater energy retention, a naturally higher FOC balance and more thread engagement.



**04** Place Rinehart's 3-D Booner Buck mule deer in your backyard for hours of realistic shooting practice.

## Trending this year and next

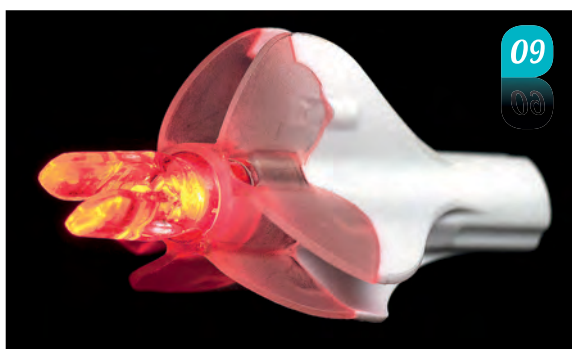
Here are 10 new products that illustrate the innovative genius that continues to inform and add diversity and excitement to archery – competition, hunting and recreation – wherever one shoots a bow and arrow.

01	02	03	04	05
<p><b>Adaptations for fast arrows:</b> Designed for outdoor target shooting with compound bows, Bohning's 3in, 6.5g Ice vane exemplifies the move towards long, low-profile steering systems for small-diameter carbon shafts. These plastic vanes are, after all, only 0.3in high. Bohning moulds Ice vanes in 10 colours.</p>	<p><b>Carbon technology:</b> Carbon may not have taken over the tree stand or bow markets but it dominates the arrow business. Easton offers a new micro-diameter carbon arrow, the Deep Six XD, which uses its Deep Six thread-engagement as standard. Deep Six XD arrows are built with stainless-steel RPS inserts (65 per cent stronger than aluminium inserts) and X-Nocks. Arrows are guaranteed to a straightness of +/- .003in.</p>	<p><b>Not-so-standard bow accessories:</b> TruGlo builds the micro-adjustable Archer's Choice RangeRover Pro bow sight with Zero-In technology that allows archers to dial in elevation. The green illuminated centre dot LED inside the 0.5in circle is brightness adjustable, with one CR2032 battery, and the sight housing accepts an optional 1.87in lens. This precision bow sight allows tool-less adjustments with more than 40 pre-marked yardage tapes.</p>	<p><b>Every archer needs a target:</b> The mule deer Booner Buck from Rinehart Targets is built to the size of a record-book 10-point, 200lb live western deer. It measures 58in x 45in x 12in and is built from long-lasting Woodland foam with a self-healing insert for broadhead or field-point shooting from any bow – recurve, compound or crossbow. Moulded-in scoring rings and easy arrow removal will make this a popular target on 3-D ranges.</p>	<p><b>The electronic revolution:</b> American Technologies Network (ATN) presented the Shot Trak, a bow-mounted HD camera at ATA. Compact and rugged – just 5oz and 2.6in x 1.3in x 1.8in – it attaches to the stabiliser via a standard Weaver mount. This camera features one toggle switch operation and operates on one CR 123A battery for a two-hour video. It is recoilproof, water resistant and incorporates a built-in laser aiming device. A brilliant new alternative is the Fuse Playback Stabilizer camera, which screws directly into the riser and offers a 12 MP low-light video recording.</p>





**08** The Rage three-blade broadhead with Kore Technology has tough, razor-sharp stainless-steel blades with six independent cutting surfaces. Kore technology features an advanced geometric design that ensures proper blade retention.



**09** The best place to learn about trending products before your customers ask for them over the sales counter is at the ATA trade show, usually held in Indianapolis, Indiana, in January – although the 2016 show will be in Louisville, Kentucky. Nockturnal, for instance, has moved aggressively to develop its Helios lighted nock.



**10** It's an American thing, this hunting-from-a-tree stand like Millennium's new aluminium M100u.

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- Archery Trade Association: +1 866 266 2776; [www.archerytrade.org](http://www.archerytrade.org)
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- Fuse: +1 801 363 2990; [www.fusearchery.com](http://www.fusearchery.com)

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- TruGlo: +1 888-887-8456; [www.truglo.com](http://www.truglo.com)

**06**

**Continuing interest in crossbows:** The RAZR from Barnett illustrates the continuous movement towards black and 'tactical' archery gear... and the growing development of crossbows for recreational shooting and hunting. With its 16in power stroke, the 6.5lb RAZR offers a 155lb draw weight and promises arrows in the 400fps range.

**07**

**All the extras:** Ideal for archery hunters, Epic headlamps from Browning combine single-battery power with multiple LED lamp heads and high-output circuits for maximum performance with minimal size and weight. A flexible elastomer headplate provides added comfort and the rugged matt-black polymer body features a camou front. Two models, 20 and 225 lumens, are available, both with two white and two green LEDs.

**08**

**Continuing mechanical blade development:** Rage introduced the three-blade with what it calls "KORE engineering." In response to bans in some US states that regard mechanical broadheads as barbed cutting surfaces that will bind during extraction, this 100g head uses Slip-Cam deployment that eliminates interference between the blades. All stainless, it features six independent cutting surfaces and .035in blades. Only .75in wide in flight, it opens to 1.6in cutting diameter and the Rage Shock Collar ensures proper blade retention.

**09**

**Lighted arrow nocks:** Archers hate to lose arrows, whether they're hunting deer in the woods or practising at an outdoor range. Nockturnal, a subsidiary of Feradyne Outdoors, continues to develop its one-piece Helios lighted fletching/nock system. The new 1 1/8in-diameter, six-vane Helios spins 2,500rpm at just 240fps and is virtually unaffected by wind. The translucent urethane base transmits light from the illuminated nock.

**10**

**Deer hunting the American way:** In North America, archers tend to hunt deer by ambush, either from a camouflaged ground blind or from a more traditional tree stand. "Super-strong and stable yet very lightweight aluminium construction" is how Millennium describes its new M100u hang-on. The M100u weighs 11.5lb and is rated to 300lb capacity with a 20 x 38in platform. The folding seat is 20in wide and 17in above the platform. For backpacking the M100u folds flat. A sale includes a TMA-certified full-body harness.





# Ballistic drop compensation “hits the mark”

When you need to cover long distances you need an easy-to-use device to help compensate for ballistic drop to ensure accurate long-distance shots. Kahles comes to the rescue...

**P**recision, ease of use, flexibility and controllability combined with maximum accuracy: all of these important characteristics come together in the innovative and patented Kahles ballistic drop compensation feature, offering everything you need for targeted shots over various distances.

The Austrian manufacturer has developed the device with feedback from its customers and shooters and it combines precision and simple operation – everything you need at that crucial moment.

With its standard ballistic rings – available for common calibres – or individual ballistic rings, which are tailor-made to customer requirements, achieving excellent shooting accuracy has never been so easy and straightforward.

With this device, the days of having to work out how far above your target you should

aim when shooting at long distances are over.

## Form and function

The ballistic drop compensation device is housed in a fully robust case, available in two variants: polished brass or black anodised aluminium. It is available as an option on all Helia 5 rifle scope models, and can also be retrofitted and used on older Helia 5 products – this can be done quickly and easily by a gunsmith.

This involves removing the elevation knob and replacing it with the ballistic drop compensation device along with the required ballistic ring. The rifle is then sighted in at 100 metres and can be tested at several different shooting distances.

This testing process means that independent adjustments (such as barrel length) are no longer necessary and that, after testing has been completed, the scope

is professionally aligned to the relevant ballistics and rifle.

## Excellence all round

To ensure excellent shooting accuracy, it is important to assess and take account of local conditions as precisely as possible and to be familiar with the ballistics of the ammunition being used. However, the biggest challenge for many hunters is not so much determining the distance as taking into account the trajectory, or ballistic curve, of their ammunition at various distances, quickly and accurately.

Thanks to Kahles' ballistic drop compensation device, the knowledge and use of such technical data will in the future only be needed when choosing the right ring.

Using a selection of standard or individual ballistic rings, the ballistic drop compensation device can be used with a high degree of flexibility and maximum precision.

It can be accessed easily and quickly by opening the lid of its case, which is secured with a magnetic lock to prevent accidental opening.

The click-adjustment tool, made of specially hardened and tempered light metal, combined with the ballistic scale, enables the required shooting distance to be set extremely quickly and intuitively using the reliably precise Kahles Klick.

Once the lid of the case has been closed, the device is again optimally protected against accidental adjustment as well as severe external conditions.

An opening on the case, positioned within the user's field of view, makes it easy to read and check the values that have been set, even when the case is closed. GTW

Kahles

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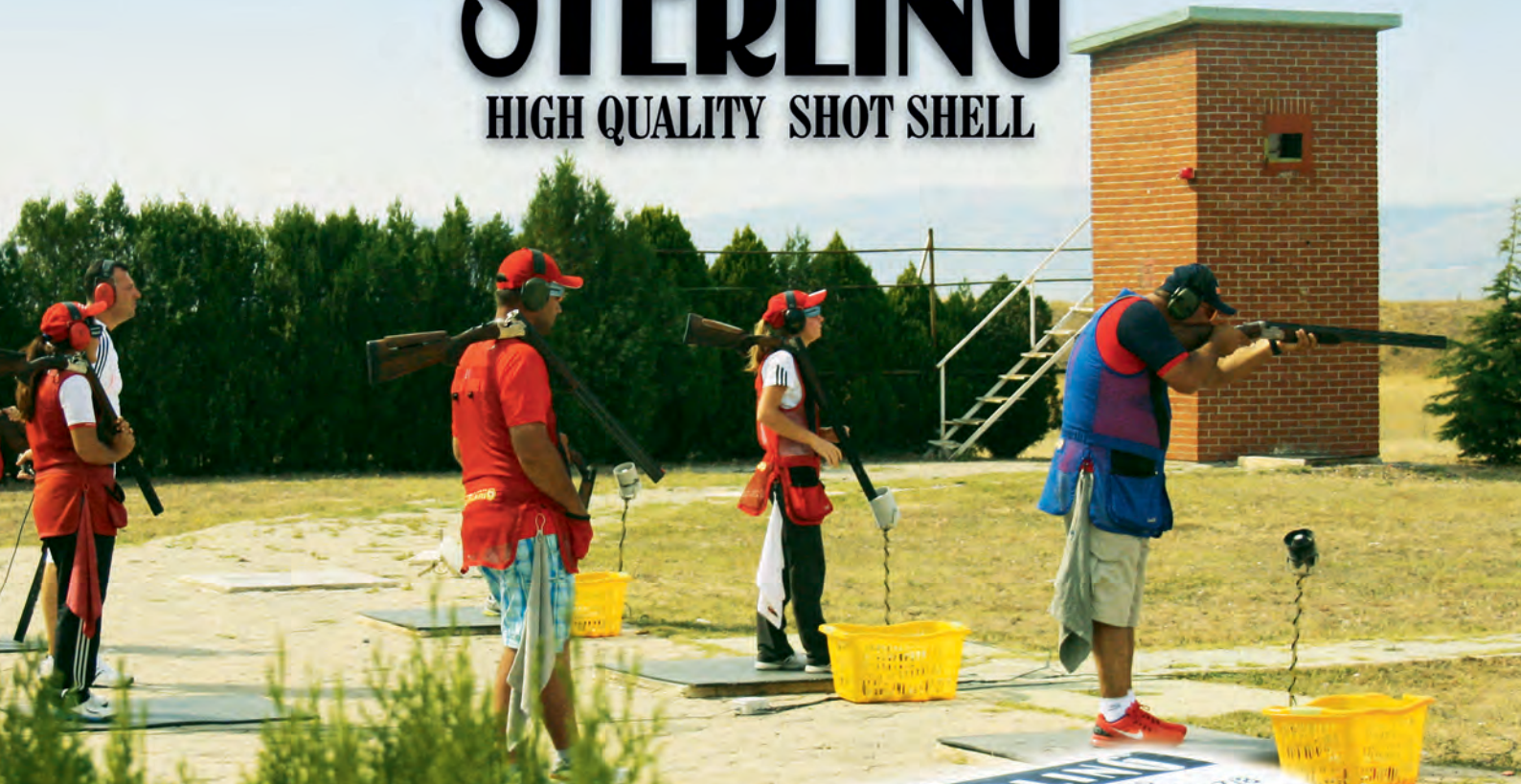
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Here the ultra-low mount is used with a reflex sight. It is easily adapted for scopes, night vision and red-dot sights.



# Contessa Precision Q D mounts offer “guaranteed re-zero”

How do you create a scope mount that can be readily detached but will easily return to zero when re-attached? Contessa Alessandro & C has the answer...

**M**achining precision parts is in the DNA of brothers Alessandro and Andrea of Contessa Alessandro & C, Snc.

Since taking over their father's shop in 1991 they have operated as a contract design and machining house to the European gun trade, forging a stellar reputation solving engineering problems and producing the most difficult tight-tolerance parts.

In fact, they have often served as a 'behind the scenes' R&D lab for many famous gunmakers.

## Problem solving

In the mid-2000s they set their sights on solving the age-old problem of creating a scope mount that would easily detach by hand and return to zero without sighting in when reattached.

Such a mounting system would allow real interchangeability of different optical sights on the same rifle. One rifle could be used for

driven hunting with a reflex sight and then instantly fitted with a scope for high-seat hunting or distance shooting.

Several years of R&D and testing culminated in the creation of the Contessa Q D Mounting System, which achieved a worldwide patent in 2008.

As with most world-class patents, the design is simple and belies the long and complex development process. Simply put – Contessa guarantees the QD mount will re-zero each time by using an ingenious long, high-pressure clamping mechanism operated by a simple precision cam lever.

Once the mount is adjusted on the rail of choice – any kind, from Blaser to Weaver or Picatinny – and clamped in place, it will return to that zero each time, even with the 20 MOA version.

It can be quickly hand detached and reattached or replaced with another Contessa QD mount with a different sight or optic.

The precision cam lever automatically locks into place when levered into the closed position and can be opened only by depressing the finely checkered safety button. Releasing the mount is an easy, one-handed operation.

The Contessa QD mounting system has the longest, highest-pressure locking surface of any QD mount in existence. This is accomplished through judicious use of hardened steel jaws and a lightweight Ergal alloy base body.

It is truly a modular mounting system consisting of a base with clamping mechanism to which you can attach rings of various heights, reflex and dot sights, scopes and night vision and even Picatinny rails.

The versatility is endless for use on any hunting gun or weapon. Sights, lights, scopes and night-vision optics can all be used without re-sighting.

Contessa also offers base rails to fit the mount on virtually every rifle and shotgun in production today.

## Growth spurt

Contessa manufactures all its products completely in-house on state-of-the-art equipment. The latest CMM equipment is used for tolerance control.

The expanding line of mounts now includes a complete selection of precision rings and bases. The firm also offers custom engineering for specialised hunting rifles and weapons. There is a growing list of police and military customers seeking its design and manufacturing capabilities.

Although Contessa is short on advertising it is long on reputation, preferring to allow the product to speak for itself. With distribution in 11 countries and increasing, expect to hear more from Alessandro and Andrea Contessa. Better yet, call the team with your special mounting need. **GTW**

Contessa Alessandro & C, Snc

E: [info@portaotticacontessa.it](mailto:info@portaotticacontessa.it)

E: [micheli-lamboy@gmail.com](mailto:micheli-lamboy@gmail.com)

W: [www.portaotticacontessa.it](http://www.portaotticacontessa.it)



Each mounting system is hand-assembled and tested.

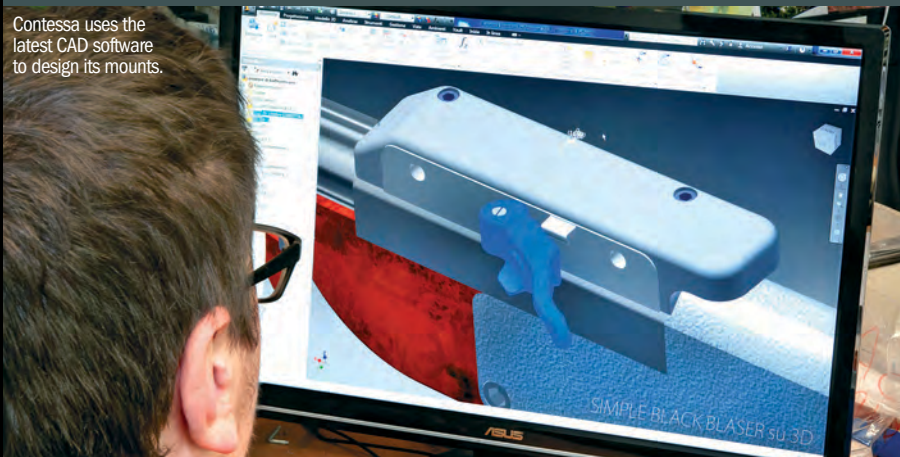


Precision machining centres produce all parts to very tight tolerances and surface finishes.

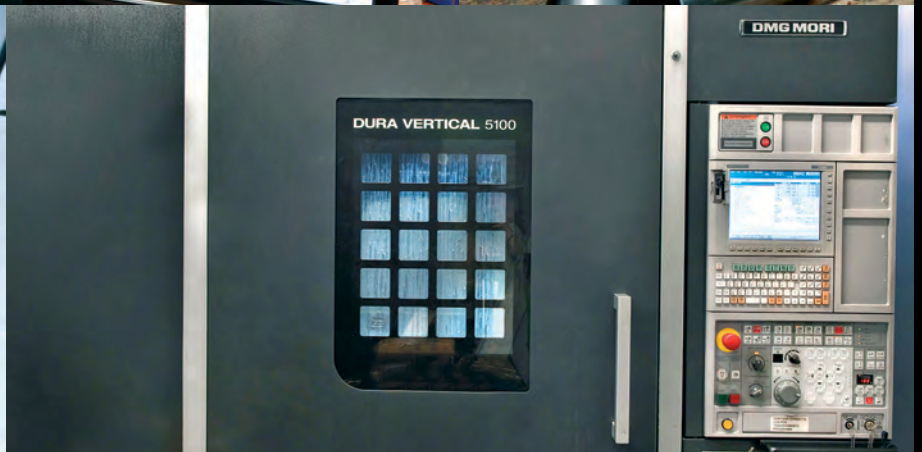


“ Contessa manufactures all its products completely in-house on state-of-the-art equipment. The latest CMM equipment is used for tolerance control. ”

Contessa uses the latest CAD software to design its mounts.



All components are machined from solid bar.







# Taking the 'lead' with alternatives

As concerns about health and environmental issues caused by lead bullets rise worldwide, ammunition manufacturers are offering more and more lead-free alternatives.

For centuries, lead, being heavy, dense and easily malleable, has served as the primary material for making bullets.

Its only drawback – quite a significant one actually – is that it's a highly poisonous metal affecting almost every organ and system in the body when swallowed.

Long-term exposure to lead can cause dramatic effects on the nervous system, both for man and animal.

The trouble with traditional lead bullets is that they shed a substantial part of their initial weight while travelling through muscles, bones and tissue, leaving behind lead fragments in the carcasses of game animals.

Although clear evidence is still disputed by many, it's been claimed that in both Europe and the US, predators and scavengers

have been unwittingly killed by lead poisoning caused by the consumption of lead particles present in carcasses and/or intestines that hunters have left behind after butchering their game.

This specific example has already caused the outright ban of lead rifle bullets for hunting in some regions of Germany and in the US state of California, and some shooting ranges have followed suit.

What's more, the US military aims to eliminate the use of hazardous materials from small-arms ammunition, including lead, because of, among other reasons, the contamination of shooting ranges.

This has resulted in the introduction of the M855A1 EPR lead-free bullet that features

a copper-alloy core and steel tip.

In other countries there's still much discussion about the merits of a lead ban in ammunition, but the fact remains that these products are available to many as alternatives for their guns.

## Going lead free

Putting aside the military part of lead-free ammunition, let's focus on the alternatives available for hunters and shooters.

Although lead-free bullets in some design or other have been around for decades, most manufacturers, especially the European ones, have only recently jumped at the opportunity to introduce lead-free alternatives.

The various lead-free designs include monolithic bullets, jacketed bullets, frangible bullets and rimfire bullets. The materials

used can differ as well, ranging from copper to tin and steel. As each design differs quite a lot, we'll cover each one separately.

## Monolithic

When mentioning lead-free monolithic offerings, one name immediately springs to mind... Barnes Bullets.

Back in the 1970s Barnes introduced its Solid bullet designed for deep, reliable penetration on dangerous game.

Although this was made of a solid copper/zinc alloy and was fully lead free, Barnes was aiming at maximal weight retention of the bullet while it travelled through the game's body rather than using it for the sake of not using lead.

This notwithstanding, Barnes was really onto something. In the 1980s, the Barnes X bullet was



introduced, a monolithic, all-copper expanding bullet with optimal weight retention (plus 95 per cent) and a single wound channel.

The idea caught on, with several manufacturers now offering expanding all-copper bullets mushrooming into about twice the original bullet diameter while retaining their petals.

Examples include the all-new RWS Hit bullet, Lapua Naturalis, Barnes TSX, Federal Trophy Copper, Hornady GMX and Nosler E-Tip.

Along with monolithic hollow-points, which retain their petals while expanding, fragmenting-tip hollow-points shed their petals on impact while the shank remains intact.

This results in the petals causing multiple wound channels alongside the principal wound channel caused by the shank. Since these monolithic bullets shed their petals, the weight retention is less than their mushrooming equivalents. Examples are the Brenneke TAG and Norma Kalahari.

### Jacketed

Manufacturers such as Brenneke and RWS have also come up with lead-free jacketed designs using a variety of metals.

Inspired by their famous TUG bullet design, Brenneke came up with the TUG Nature lead-free variety, made of two tin cores and a nickel-plated steel jacket.

The RWS Evolution Green, meanwhile, is also made up of two tin cores and a nickel-plated jacket, yet it features a Speed-Tip point.

In both cases the first core fragments on impact, causing multiple wound channels, while the second core in the shank remains intact and penetrates deeply.

### Frangible

These are designed to produce instant fragmentation on impact. The core of these bullets is made up of a lead-free powdered metal core, of copper-tin for example, bonded together to remain intact while being fired, but soft enough to disintegrate violently on impact.

This is why this is the lead-free design of choice for varmint hunting, virtually vaporising



“ Along with monolithic hollow-points, which retain their petals while expanding, fragmenting-tip hollow-points shed their petals on impact while the shank remains intact. ”

varmints on impact, even at longer ranges.

Examples are the Barnes Varmint Grenade, Hornady NTX and Remington Disintegrator Varmint.

These are also a preferred choice for law-enforcement and government agencies because they reduce the chance of ricochet thanks to their disintegrating core and ultra-thin jacket. Steel-plate shooting is another discipline that frangibles are ideally suited for.

Lead-free frangible ammunition is available from Remington and SinterFire, among others, offering handgun options too.

### Rimfire

Lead-free rimfire ammunition comes with either solid copper

or tin bullets or frangible bullets, depending on calibre. Examples are Short Range Green and TNT Green, both from CCI, and Hornady NTX.

### A weighty issue

Lead-free ammunition has clearly come a long way. When using it for the first time, remember to do a lot of testing to find the right round for your rifle to get the most out of it, just like you would when picking lead-based ammo for the first time.

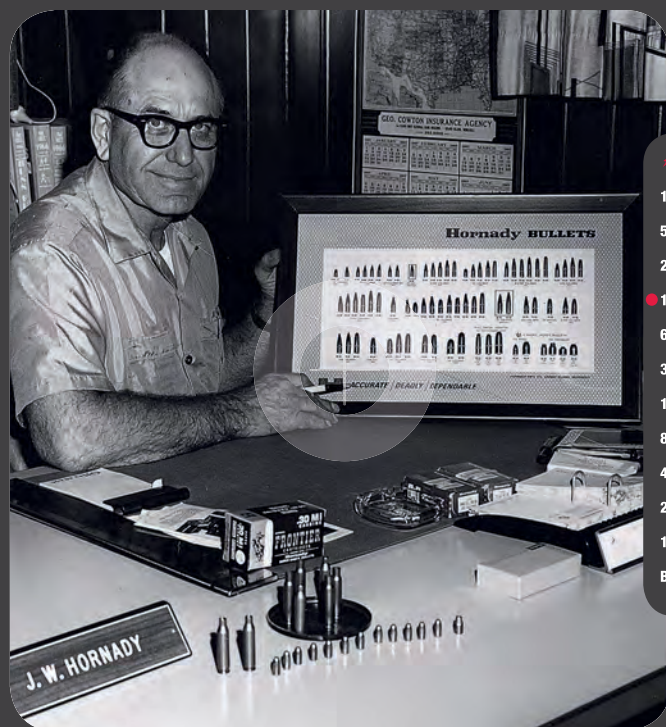
Also bear in mind that most lead-free bullets are lighter than lead

ones of the same calibre. This can amount to a difference in weight of about a quarter. This is exactly why lead-free rounds tend to be rather long to get the most weight as possible.

Don't be fooled by their apparent lack of weight, though. Remember that monolithic lead-free products can retain their weight much better than expanding lead ones. Let's try these lead-free alternatives first and judge later. You might be in for a positive surprise. **GTW**







# Hornady: built on accuracy and innovation

In almost 70 years, Hornady has grown to become one of the largest independent producers of bullets in the world. Alongside accuracy, game-changing innovation is one of its core values.

The philosophy of Joyce Hornady, the company's founder, is simple: "Ten bullets through one hole."

A long time ago Joyce, a lifelong hunter and shooter, felt he needed better, more accurate bullets than the ones commercially available.

Right after World War II a vast surplus of US military ammunition flooded the market. This surplus ammo, however, offered neither the accuracy nor the performance needed for target shooting or hunting.

Joyce realised the need for better bullets and he responded to the situation. With his original partner, Vernon Speer (of what's now Speer Bullets) he built a machine that converted spent .22 rimfire cases into bullet jackets and then into bullets.

Ultimately Joyce and Vernon went their own ways and, using a surplus assembly press in a rented garage in Grand Island, Nebraska, Joyce began to produce his own .30-calibre bullets.

From the initial production in 1949, this .30-calibre product (150g Spire Point) remains one of the company's most popular sellers to this very day.

As the business grew steadily, Joyce added equipment while his staff kept growing. Unfazed by temporary setbacks, like the shortages of the Korean War, he kept on pushing ahead, growing and diversifying his business.

Today Hornady Manufacturing has more than 300 employees, occupies over 108,000 square feet of

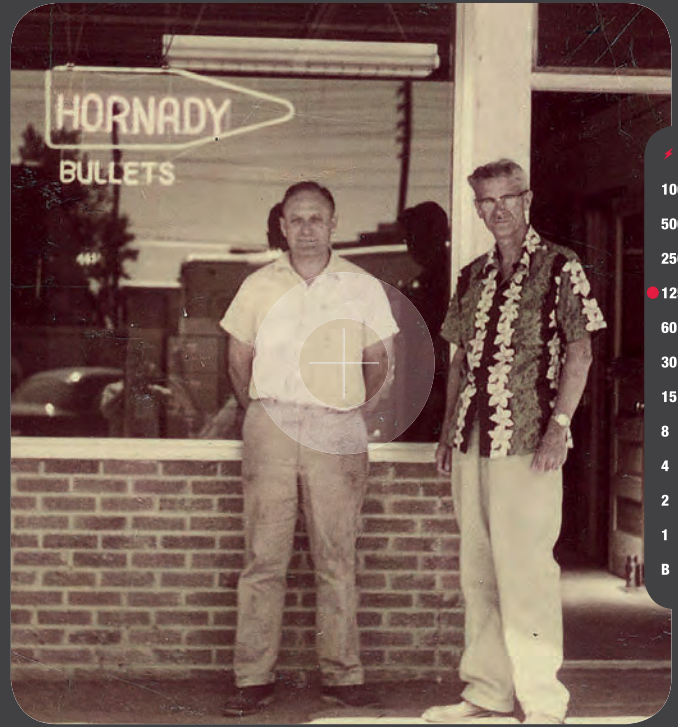
production space and in one day – on one press – is capable of producing more bullets than the company's whole first year production.

Products are sold in the entire United States by more than 70 independent sales representatives as well as by international distributors throughout the world.

## From custom ammo...

Market diversity is one of the company's hallmarks. Its first venture into shooting





“Hornady products are sold in the entire United States by over 70 independent sales representatives as well as by international distributors throughout the world.”

products other than bullets was in 1964 when Joyce started Frontier Ammunition, a line of remanufactured ammunition that initially used surplus military brass.

During the Vietnam War surplus military brass sources were scarce and it was at this point that Hornady began to use newly manufactured cartridge cases. Frontier ammunition was later renamed Hornady Custom Ammunition.

The ammo business continued to grow and has matured into a successful range, comprising Custom, Match, Varmint Express, LEVERevolution, Dangerous Game Series, Superformance, Steel Match, Critical Defense and TAP premium law-enforcement and military ammunition.

### ... to reloading tools...

In 1971 Hornady acquired the Pacific Tool Company and diversified into the reloading-tool market. The Pacific operations were moved from Lincoln, Nebraska, to the newly built reloading-tool facility of the Hornady manufacturing plant in 1972.

Under Hornady, the Pacific

product line was reinvigorated and the Model 105 shotshell press introduced.

The addition of Pacific Tool Company, later named Hornady Reloading Tools, and its existing products, as well as new-product development, fuelled the company's growth.

### ... and cartridge cases

As the Hornady Custom ammunition range was starting to progress, the ability to feed the plant with outsourced

component cartridge cases became increasingly difficult.

Inevitably, these sourcing issues led to the decision in 1984 to start making cartridge cases in-house.

From only a select handful of items, Hornady now produces a comprehensive line of cartridge cases that runs the gamut from pistol brass up to the very largest dangerous game offerings that it loads in its factory ammo and sells as component products for reloaders.

Built to the highest tolerances in the industry, Hornady brass is a preferred component product for match shooters and hunters alike.

### Back to bullets

Just as quality had always been highly prized within the







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“ Although he had always been an innovator, it was in the late 1990s that the company’s reputation for industry-leading ammunition development and innovation really emerged. ”

company, so too was innovation. It took new form in the early 1960s with the first major change of ammunition design the company had undertaken.

While the catalogue ranged from .22 to .45 calibre, all spire points retained the traditional conical point shape of the tangent ogive.

Originally developed by US Army ballisticians, the Hornady ballistics lab supported experimentation that led to the adaptation of the aerodynamically efficient, secant ogive that has now become a signature profile of Hornady bullets and is used almost exclusively across the entire range.

Other innovations include the InterLock feature, XTP Pistol as well as polymer-tipped rifle and muzzleloader

bullets such as the A-MAX, V-MAX, SST, InterBond and its latest innovations, the FTX, MonoFlex, NTX and GMX.

Not only does Hornady sell its bullets as separate components and loaded in Hornady Ammunition but also to other ammunition companies to be loaded in their premium-grade ammo.

### The heart of Hornady

Although Joyce Hornady, along with two employees, was killed in a plane crash in 1981, the company never faltered. As in a true family business, the next generations, including Joyce’s son Steve and, later on, Steve’s son Jason, took the reins and continued to strive for innovation, accuracy and quality, just as Joyce did.

Although he had always been an innovator, it was in the late 1990s that the company’s reputation for industry-leading ammunition development and innovation really emerged.

One of the first launches was a solo project with the introduction of light and heavy magnum loads.

Working with partners in the propellant manufacturing industry, Hornady developed loads for established cartridges with technologically advanced and highly progressive powders that would provide increased velocity without increasing pressures.

Following this development came requests and partnerships with various gun manufacturers to introduce new chamberings that would maximise

performance from their firearms.

One of these developments, introduced in 2002, was the .17 Hornady Magnum Rimfire.

According to Steve and Jason, some of their most successful products were born from innovations based on customer requests and suggestions.

They are both convinced that customer input can drive Hornady engineers to design products that will keep customers happy in the field, at the firing line and on the reloading bench.

Hornady’s never-settle attitude will keep pushing the boundaries, bringing ideas and innovations to life. **GTW**

Hornady

T: +1 308 382 1390

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# Doing business with... **Ireland**

## FACT FILE



**Republic of Ireland**

**Capital:** Dublin

**Continent:** Europe

**Official Language:** English, Irish

**Area:** 27,133 square miles

**Population:** 4,600,000  
(2014 estimate)

**GDP (PPP):** \$235.85 billion  
(2015 estimate)

**Currency:** Euro (€)

**Time Zone:** UTC, Summer UTC+1

**Internet Domain:** .ie

**Int. Dialing Code:** +353

**Geography:** Ireland is an island in the North Atlantic to the west of Great Britain, from which it is separated by the North Channel, the Irish Sea and St George's Channel. It is divided between the Republic of Ireland, which covers five-sixths of the island, and Northern Ireland, a part of the United Kingdom.

**Climate:** The climate can be summed up as being mild, moist and changeable with abundant rainfall and a lack of temperature extremes.

Despite a rich tradition of hunting and some amazing landscapes, the Republic of Ireland has some tough laws limiting gun sales and the economy has hardly helped. Nevertheless, with the right understanding and approach, there is still good business to be done here.



Despite having a fairly small population, the number of hunters in Ireland is surprisingly high. The European hunting organisation FACE puts Ireland's shooting sports participation at 350,000, larger than nations such as Sweden, Poland and Turkey, all with more sizeable populations.

Country sports generate more than €111 million annually for the economy, of which some €42 million is accounted for by game shooting (National Association of Regional Game Council figures). There are gun shops for supplying ammunition, new guns or clothing, with registered firearms dealers in every county, although not all are full time.

Ireland is known for its beautiful countryside and

mountains, with a pleasant if rather damp climate; the lush greenery of the land gives rise to its well-known title of The Emerald Isle.

While it lacks the broad range of species that are hunted in central and eastern European countries, it does offer excellent pheasant shooting, with some professional estates offering high-class driven-bird shooting.

More accessible to many is rough shooting, where birds including pheasant and partridge (almost all French red partridge, not English greys) are hunted.

The pigeon is a popular quarry – it can be plentiful at times when seeds are planted or the crops are growing, although there are some noticeable variations, season on season.

The rabbit is another pest species that many hunters pursue; there are relatively few hare, though, and these are not hunted. The majority of shooting takes place under club situations, with most belonging to The National Association of Regional Game Councils, which has around 26,000 members.

Others include the Countryside Alliance Ireland and FBD Countryside. Stalking is a popular and growing sport.

The fox is a major pest and even though hunting with hounds continues in Ireland, it's a popular quarry for the rifle hunter, too

Wildfowling is a key sector as well, with duck hunting on many areas of wetland, riverside and lakes.



**THE VIEW OF AN IRISH RETAILER...**

## Kevin McSherry

### Open Season gun shop and Irishguntrader.ie

I have been in the business for 23 years.

During the early 2000s the firearm business in Ireland took off in line with the Celtic Tiger but crashed in about 2010 due to the banking crisis/recession and a botched new Garda (police) licensing system introduced in 2009.

The economy is showing signs of recovery over the last 12 months but the current big story in shooting in Ireland is a new Garda-inspired 'licensing review' which was recently held in front of a group of Irish parliamentarians (TD in Irish).

Among the proposals are an outright ban on semi-automatic rifles, restrictions to two shots on magazines of semi-auto shotguns, restriction on various handguns – even target pistols – and restriction on various other guns, such as pumps.

These reviews are always one-way business and always seem to pinch and squeeze owners' choices and options into an ever-narrowing cul-de-sac.

Also, from the review side is an inference that there is an element of criminality being fed by stolen licensed guns. This is playing dirty because it simply isn't true. Irish gangsters have all the illegal weapons their hearts desire without robbing shotguns.

It is commonly accepted that drug dealers are routinely supplied handguns with drug consignments as deal sweeteners. All recent gang murders in Ireland saw the use of handguns, not stolen shotguns!

The Irish government has failed to stop the flow of illegal drugs and weapons but is now going to harass licence-paying sports people.

Ireland's population is about 4.4 million, with about 210,000 firearms licensed. This review has, for the first time in my recollection, introduced an element of the shooting groups versus the state.

This is regrettable because it needn't have developed into an American-style battle between the National Rifle Association and the government.

**GUN STATS**

# 178,000

The number of registered firearms in Ireland

# 3.73%

Percentage of registered firearms per population



# 49,000

Number of privately owned rifles in Ireland

# 118,000

Number of privately owned shotguns in Ireland

# 1,620

Number of privately owned handguns in Ireland



# \$1.28m

The annual value of small arms and ammunition exports (US\$) as reported by Customs

# \$5.87m

The annual value of small arms and ammunition imports (US\$) as reported by Customs



The sika deer is plentiful and may be hunted through clubs or with professional companies, such as Irish Deer Services, who offer a range of packages for sika hunting in County Kerry and County Wicklow, taking place in the most breathtaking scenery unique to Ireland, which ensures an unforgettable hunting experience. Wild goat can be hunted in some mountainous regions.

Stalking is available over a wide variety of terrain, with a mixture of woodlands, grasslands, open hill and challenging mountain stalking; high-seat hunting is available for those less agile.

There are a number of good clay-pigeon grounds, with some equipped to full-international standard offering top-level coaching and training. The Irish Clay Pigeon Shooting Association has affiliated clubs, too.

Target rifle and pistol shooting takes place thanks to the promotional and organisation skills of bodies such as the National Association of Sporting Rifle & Pistol Clubs, Shooting Sports Association of Ireland, National Rifle Association of Ireland and the Long Range Rifle Association of Ireland.

Ireland has a thorough gun-licensing system – club membership is required for target-shooting guns and access to hunting permission is usually required.

Of concern for many gun dealers is that buyers have to apply for permission to register a gun before they finalise their purchase and here can be substantial delays in issuing this permission – delays of up to six months have been reported to *Gun Trade World*.

### Trading conditions

In general, the shooting trade in Ireland has been very poor over the last few years due not only to the global economic conditions but also ongoing legislation changes to firearms ownership and calibres.

Where guns are being sold, the general consensus is that there is a magical price point of under €1,000 for a shotgun, for example.



### HUNTING SEASONS

Deer	September 1st to February 1st
Duck/goose	September 1st to January 31st
Pheasant	November 1st to January 31st
Grouse	Three weeks in September
Snipe, woodcock	October 1st to January 31st
Vermin: Fox, rabbit, pigeon, grey crow, magpie	all year round.

The second-hand market is actually buoyant for the retailer because many gun owners are handing in their firearm because they can no longer afford the licence fee.

Others, frustrated with the economic climate, have emigrated to find work, taking their guns and their passion with them.

The trade is largely seasonal with the majority of sales being shotguns, both side-by-sides and over-and-unders.

As we get closer to November, so there is a pick-up in sales coinciding with the hunting season but it falls off completely after February and it is not until June, when clay shooting begins, that dealers see any upswing.

Since 1971 until recently all

handguns and centrefire rifles above .22-250 were banned, but following the challenge under EU law there was a relaxing of the regime, whereby handguns could be obtained for target shooting only. This led to a figure of more than 3,000 handguns in the first three years alone. Because of unfounded police fears there was another change three years ago and everyone renewing their licence had to go to court to win their case – thankfully, around 90 per cent did just this and succeeded.

Kevin J McCarthy of Midwest Sporting Supplies reports: “I hunt around the world, from South Africa to British Columbia and Hungary and Latvia. I have double rifles and a semi-auto

centrefire rifle, none of which resemble a ‘military’ gun.

“However, they now intend to ‘ban’ all of these guns in Ireland, along with all handguns and shotguns with a capacity above three rounds.

“Therefore, the previous ‘restricted dealer category’ will no longer exist and all the extra security measures and extra annual costs for licences will be in vain and there is no provision for compensation to the dealers for loss.

“There is no basis for the new changes to legislation and, if introduced, it will kill off the trade by around a third. The famous Celtic Tiger days did give rise to people buying more expensive guns and I buy from Holts every quarter in England. However, the market now has almost fallen to pre-1980 levels for pairs/sidelocks/custom-grade guns and most beginners are buying the Hatsan/Yildiz/ATA models.

“There are more than 45 dealers that I know of that have gone from the trade in the last eight years and the likelihood is that a lot more will follow in the next two years.”





## IMPORTERS & DISTRIBUTORS

There are several larger shooting businesses that act as importers and distributors for some major brands. Some of these also offer clay-shooting facilities.

### Ardee Sports Co, Ardee

Brands include Silma, Breda, Mossberg, Baikal and its own Cogswell & Harrison shotguns; Ceska zbrojovka and Sabatti rifles and ammunition from Eley, Eley Hawk, ATK, FOB plus a wide range of accessory names, from Gerber to Buffalo River, Nikko Stirling and Sportsmatch UK.

**T:** +353 41 685 3711  
**F:** +353 41 685 3072  
**E:** [info@ardeesports.com](mailto:info@ardeesports.com)  
**W:** [www.ardeesports.com](http://www.ardeesports.com)

### Millard Brothers (Ireland)

The shooting portfolio includes: Yildiz, Anschutz, Fabarm, Savage Arms, Crosman, Smith & Wesson, Lapua, Caldwell, Stil-Crin, NcStar, Timber Fox and Lyman reloading equipment.

**T:** +353 1 4298645  
**F:** +353 1 4298646  
**E:** [milbro@milbro.com](mailto:milbro@milbro.com)  
**W:** [www.milbrosport.com](http://www.milbrosport.com)

### Wildhunter

The official importer for ATA Arms shotguns, UCaller calls, its own Predator gun lights and lamps, plus Winchester ammunition, Ridgeline clothing and Grubs footwear, among others.

**T:** +353 90 6470344 (Ireland);  
**T:** +44 208 123 4226 (UK)  
**E:** [contactus@wildhunter.eu](mailto:contactus@wildhunter.eu)  
**W:** [www.wildhunter.eu](http://www.wildhunter.eu)

### Lakeland Shooting Centre

Sole importer and distributor of Mauser rifles, Marocchi and Fausti hotguns, RC Cartridges, Renato Gamba, Auto Sporter clay traps, Castellani clothing, Hi Viz, Milfoam, Chiruca and Blimey hunting and fishing footwear, plus Hunters' Videos.

**T:** +353 44 922 3127  
**F:** +353 44 922 3624  
**E:** [info@lakelandshootingcentre.ie](mailto:info@lakelandshootingcentre.ie)  
**W:** [www.lakelandshootingcentre.ie](http://www.lakelandshootingcentre.ie)

### Gowen & Bradshaw

A wide range of top shooting brands covering all sectors, including Bushnell, Barnett and many more.

**T:** +353 91 483 100  
**W:** *via Facebook*

Irish Shooting Sports/Knocknagoshel Shooting Grounds  
 Distributes Zoli shotguns and Fiocchi cartridges, among others

**T:** +353 068 46116  
**E:** [knocknagoshelsg@gmail.com](mailto:knocknagoshelsg@gmail.com)  
**W:** [www.irishshootingsports.ie](http://www.irishshootingsports.ie)

## FEDERATIONS & GROUPS

### National Association of Regional Game Councils

**E:** [nargc@nargc.ie](mailto:nargc@nargc.ie)  
**W:** [www.nargc.ie](http://www.nargc.ie)

### Countryside Alliance Ireland

**E:** [info@caireland.org](mailto:info@caireland.org)  
**W:** [www.countrysideallianceireland.org](http://www.countrysideallianceireland.org)

### National Association of Sporting Rifle & Pistol Clubs

**E:** [info@nasrpc.ie](mailto:info@nasrpc.ie)  
**W:** [www.nasrpc.ie](http://www.nasrpc.ie)

### National Rifle Association of Ireland

**W:** [www.nrai.ie](http://www.nrai.ie)

### Irish Deer Services

**E:** [irishdeerservices@gmail.com](mailto:irishdeerservices@gmail.com)  
**W:** [www.irishdeerservices.com](http://www.irishdeerservices.com)





# Predatory approach to staying mobile



Many predators provide hunters with an ever-increasing level of difficulty in tracking them, forcing the hunter to become as wily as their quarry. Tenzing's Predator Pack evens the score.

**F**oxes, bobcats and wolves – where managed as game animals – don't make life easy for today's predator hunters.

In addition to the core attributes of general game knowledge, patience and shooting skills, a predator hunter needs to be as adaptable as the wily animal that he or she hunts.

Jay Robert, lead engineer and product designer for Tenzing Outdoors, explained: "For most predator hunters, adaptability means having the knowledge, willingness and physical ability to remain mobile and hunt in a variety of quick setups.

"Tenzing stakes its reputation on giving hunters the technology needed to go further, hunt longer and be more successful in the field, and our new Tenzing TZ PP15 Predator Pack is going to allow avid predator hunters to do just that."

## Function and comfort

Based on many of the same basic design features as the company's wildly successful TZ TP14 Turkey Pack, the Predator Pack provides predator hunters with an extremely functional and comfortable hunting pack, designed to carry all specialist predator hunting gear with the added utility of quick-deploying, fully adjustable, spring-loaded legs and a fold-down seat.

The result is claimed to be the most innovative and functional predator-hunting pack ever made.

The TZ PP15 consists of a structured internal aluminium frame with padded backrest, spring-loaded

aluminium legs, rear daypack, detachable front pockets and a thick fold-down seat.

Shoulder straps and dual waistband straps are padded and fully adjustable. There's even a removable electronics/camera case mount on the bottom of the pack for safe storage and transport of digital cameras, optics or electronic calls.

The Predator Pack weighs just 7½lb and provides around 2,200 cubic inches of storage space inside 23 pockets and compartments – plenty of room to keep calls, optics, ammunition and other critical gear well organised and readily accessible.

The front hip pockets are removable for added utility and provide convenient handwarmer pockets, rifle cartridge and shot shell loops, as well as three versatile mesh pockets for mouth calls and other essentials.

A clever foldout boot is thoughtfully designed to securely tote your firearm or bow.

## Seeing is believing

Practical pouches and pockets aside, the fact that this hi-tech pack quickly and easily converts into the most comfortable ground chair ever built shouldn't be lost in the weeds – which is precisely where you'll be once you deploy the unit's self-supporting legs and super-comfy non-slip foam seat.

You will see them long before

they even have an opportunity of seeing you.

A ground-breaking pack deserves hi-tech camou, which is why the Predator Pack comes dressed in the innovative A-TACS AU pattern.

The first to use a patent-pending process whereby organic pixels in the micro patterns are grouped into larger, more defined "macro" shapes, A-TACS AU camou creates larger, more defined patterns designed for unsurpassed concealment at any distance.

While the pack is expected to immediately become an indispensable piece of gear for predator hunters, Jay added: "Hog hunters will really appreciate the quick and versatile set-up abilities that the TZ PP15 brings to bear, as will elk hunters, who do a lot of moving and calling." GTW







Tenzing

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02

## MAKING CONTACT



01



03

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Send your product and a short description to: **Gun Trade World**,  
1 Whittle Close, Drayton Fields,  
Daventry, Northants NN11 8RQ, UK

### Stealth Cam G42C Camera

The G42C white LED flash scouting camera is an 8.0 megapixel, three-resolution camera that delivers colour day and night images and video thanks to 42 white LEDs with an 80ft range. It combines top camera technology with everyday utility, and maximum performance with minimum consumption. Efficiencies in LED technology have made night-time image capture in full colour a reality with no more energy draw than from a traditional infrared camera.

Technologies include Matrix advanced blur reduction, Retina low-light sensitivity and a super-quick reflex 0.5-second trigger.

**Stealth Cam**  
T: +1 877 269 8490  
W: [www.stealthcam.com](http://www.stealthcam.com)

### Docter Optik V6 Riflescopes

Docter presents three V6 high-performance models – 1-6x24, 2-12x50 and 2.5-15x56 – to cover the entire application range for hunting.

Whether driven-hunt specialist, all-round rifle scope or raised-hide hunting professional, the 6x zoom factor greatly expands the range of every model. Razor-sharp images, high transmission performance, dirt-repellent lens coating and extremely large fields of view up to 37m/100m characterise the optical performance of this model series and ensure a maximum of safety during hunting.

All models have a super-fine reticle 4i in the second image plane

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### Rivers Edge Products Tin Thermometers

New products to this popular range are always being added, most recently several pro-gun and Winchester designs.

Standard-size thermometers are 17 inches tall, with colourful, unique licensed art designs and there are more than 40 to choose from.

Larger 25in to 27in designs are also available, including the new 25in Winchester 3D embossed shot-shell thermometer.

All feature a durable four-colour process to stand up to all environmental conditions and have pre-punched mounting holes.

They're sold on pegable clam-pack display cards.

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## MAKING CONTACT



### Sun Optics USA

#### Extreme Recoil Handgun Scope

This scope has been designed for high-calibre handguns with extreme recoil for those who insist on shooting those 'hand cannons'.

This features a sleek and lightweight 1in, one-piece tube design with precision-ground, fully multi-coated lenses with an extended polishing process for perfect edge-to-edge clarity in any type of weather conditions.

The Extreme has a glass-etched competition reticle with a three MOA dot for quick and easy target acquisition and ¼ MOA low-profile turrets.

It also boasts true handgun eye relief and is completely waterproof, shockproof and fogproof.

Sun Optics USA

T: +1 817 783 6001

W: [www.sunopticsusa.com](http://www.sunopticsusa.com)

### EKA

#### Nordic T12 Knife

Built for just about anything from rescue and survival to military and special-forces use, the black-coated, pointed blade with Tanto design is 4mm thick with full tang construction for heavy-duty use, while the textured thumb grip on the blade back gives better control. Ergonomic checkered G10 handles achieve optimum grip in adverse conditions, and it's assembled with precision-machined screws for complete disassembly for cleaning.

There's also a glass smasher and lanyard hole with a 550 parachute cord and it's supplied with a Kydex belt, plus a Mini-FireSharp to sharpen the blade and start a fire.

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### Southern Crossbow

#### Risen XLT 385 Crossbow

This fast-growing Texas-based tactical crossbow maker has launched its fastest and most powerful bow yet.

Built for agility and precision accuracy, it delivers 385fps speed for a quick and stealthy kill every time. Its split-limb design and quiet cams shoot 350g and above crossbow bolts.

The Risen XLT's tactical design features a Picatinny rail on the bottom and Weaver rail on top. It also has an anti-dry-fire mechanism to prevent damage to the crossbow limbs. If the shooter forgets to place an arrow on the flight deck, the bow will not fire.

The package includes a 4x32 crossbow scope, foot stirrup, four field-tip arrows, quick-detach quiver, string wax and safety glasses.

Southern Crossbow

W: [www.southerncrossbow.com](http://www.southerncrossbow.com)

### Lyman Products

#### Essential Gun-Maintenance Mat

Lyman, an innovator in the field of reloading and shooting accessories, has introduced this gun-maintenance mat to help anyone working on their firearm.

The breakthrough design is said to overcome the shortcomings of traditional flat mats.

Incorporating a collection of slightly recessed sections, the design keeps small items organised and secure from rolling off the bench and contains small spills during cleaning and lubrication.

The mat material is also a tough but soft polymer that both protects gun finishes and is chemical resistant.

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## MAKING CONTACT

# Magnum Research goes wild with Desert Eagle

What finish could be more fitting for a ‘beast’ of a gun like the Magnum Research Desert Eagle than a leopard or cheetah print...

For 30 years the iconic Desert Eagle has been referred to as a “beast.” More than ever, it now looks like one too.

Whether you prefer stainless steel, titanium, gold, chrome, nickel or bronze, the Desert Eagle has a finish for everyone.

But, for a limited time, it can be purchased in a cheetah print.

Frank Harris, vice-president of sales and marketing at Kahr Firearms Group, explained: “We always have had a tremendous amount of interest among fans of the Desert Eagle every time we introduce a new pattern or finish.

“The introduction of the cheetah print was something our dealers thought would appeal to collectors and also those people who just want a more wild finish on their DE.”

The new cheetah finish on the Desert Eagle .50 AE and .44 Mag uses a water transfer method. It has been extensively tested for durability and has proven to be very tough; even cleaning solvents and acetone will not soften or damage the finish.

The Desert Eagle .50 AE itself is a gas-operated, semi-automatic pistol with a seven-round capacity in .50 AE and eight-round capacity

in .44 Magnum. Both guns measure 10.75 inches in length with a 6in barrel, or 14.75 inches in a 10in barrel. Slide width is 1.25 inches, height 6.25 inches and the weight with an empty magazine is approximately 4lb 5.8oz in .50 AE, and 4lb 6.6oz in the .44 Mag.

It has a trigger reach of 2.75 inches and a sight radius of 8.5 inches with the 6in barrel.

The construction of the Desert Eagle uses the latest CNC-machining technology, providing exacting specifications with tight tolerances, creating a work of art in a precision firearm.

The grip is anatomically formed and provides an ideal hand-seating angle for two-handed shooting, allowing for comfortable, rapid and accurate firing.

The Weaver-style accessory rail easily allows for aftermarket optics and scope rings.

The limited-edition cheetah-print Desert Eagle is only available while supplies last.

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BOS 2.5-35 x 56

BOS 1.8-20 x 56

## MAKING CONTACT



# BOS optics let you take control of your shooting

Need more magnification on your riflescope? The latest optics from BOS boast powers of up to 35 times, together with great clarity and accurate adjustment.

If you're serious about your shooting then you'll want the top scope and, more often than not, the best magnification power to go with it.

Until now most scopes have offered magnifications of up to three or four times the base setting, or perhaps a little more, but BOS says it is set to revolutionise shooting with vastly increased powers that also promise great clarity.

It unveiled its new line of scopes for the very serious shooter on the first day of SHOT Show 2015 in Las Vegas in January, to much acclaim.

The scopes incorporate a new and soon-to-be-patented system that will allow a much wider range of magnification.

So instead of a typical three to four times base power, the new BOS option allows at least a dozen times more

power, as in the 1.8-20 power model.

To really challenge the status quo, the firm has also unveiled a model offering 2.5-35 power and it says that each offering boasts spectacular clarity and precision adjustment.

These scopes are understood to be made at the same factory as Clearfield optical products and parts.

Indeed, BOS distributor ADCO has provided standard scopes via

Clearfield for years but it feels that BOS needs a presence all of its own in the market because of this innovative and game-changing technology.

ADCO says that shooters will be asking for BOS optics "when superior is the only option."

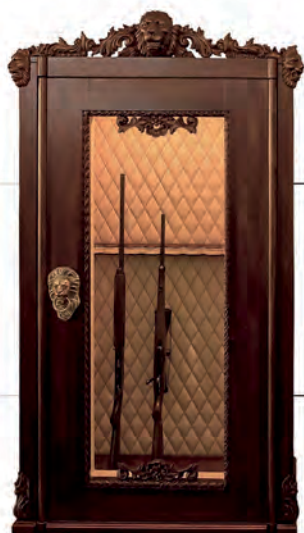
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## MAKING CONTACT

# Conquer recoil with LimbSaver

This brand of leading noise and vibration-control technology aims to stay at the top with more additions to its comprehensive range.

The AirTech from LimbSaver has been described as the most advanced recoil pad in the world.

Using cutting-edge technology and proprietary design, the new AirTech recoil system is set to dominate the market.

LimbSaver says users will feel dramatically less recoil, which will enable them to shoot longer without discomfort and bruising.

Each AirTech precision-fit recoil-pad model is custom designed to fit specific firearm models.

The world's most advanced recoil pad is now available as a slip-on option for most rifles, shotguns and muzzle loaders. It features advanced atmospheric chambers that produce a substantial increase in performance through uniform energy dissipation.

There's no installation necessary; you simply slip it over the end of your firearm stock and feel the difference immediately.

### Comfortable carry

Carrying your firearm any distance can be uncomfortable and will slow you down.

Well the Kodiak-Lite firearm sling is designed to eliminate these issues by using LimbSaver's proprietary NAVCOM material. It distributes the weight of your firearm evenly over a larger area, relieving shoulder fatigue even after long-term use.

The lightweight, non-slip material also ensures that your firearm stays put, while the ergonomically designed handgrip provides absolute comfort and control.



Meanwhile, the Kodiak Pro firearm/crossbow sling enables you to carry your firearm or crossbow for longer in the field, without the generally associated common discomfort or pain.

It's made out of soft suede and also features LimbSaver's NAVCOM material.

The sling features a multi-directional self-balancing system that's designed to balance the sling to any angle or shoulder contour.

At the same time, the ergonomically designed, adjustable NAVCOM handgrip is also said to provide absolute comfort and control.

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# Grizzly

The unmistakable style and design that have been the trademarks of the outstanding Breda semi-automatic shotgun line for decades continue yet again, with the new Grizzly Super Magnum tough inertial shotgun!

The Grizzly has been designed for use with powerful cal.12 cartridges, with the Super Magnum being 89mm (3.5in) chambered, and is also suitable for shooting with less powerful 76mm (3in) and 70mm (2¾in) cartridges.

The gun is available in a synthetic version, with the stock and forend in fibreglass-reinforced resin, a tough, durable and anti-scratch finish that stands up to humidity and tough conditions. The frame and barrel are finished in matt black and complement the black stock and forend. For hunters who want a gun that blends in with the surrounding environment Breda has introduced the Camo version, while a two-tone version is also available with a light grey frame and matt-black upper receiver.



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## MAKING CONTACT

# Blinding launches from Streamlight

With its Stinger and Strion HPL torches, Streamlight delivers blinding lumens and hotspot illumination at distance.

Streamlight, a leading provider of high-performance lighting and weapon light/laser sighting devices, has launched the rechargeable Stinger HPL and Strion HPL (high performance lumen) lights.

These high-lumen, long-range lights include an ultra-bright hotspot for illuminating a broader area on targets. The Stinger is also available in a dual-switch model, the DS HPL.

Powerful tactical tools for law enforcement and first responders, the compact Stinger and Strion HPLs are designed for room clearing, search operations and other manoeuvres carried out under low-light conditions.

Streamlight president and CEO Ray Sharrah explained: "The new Stinger and Strion HPLs function as high-lumen lights, yet deliver a

blinding hotspot for more light on a target at a distance.

"For example, other down-range beam patterns might illuminate a target's head and shoulders, but the HPL beam lights up the target's entire upper torso at a distance, providing a clear tactical advantage."

### Total control

The new models offer three microprocessor-controlled, variable-intensity modes – high, medium, and low – plus a strobe function.

On the high setting, the Stinger models feature 740 lumens and 48,000 candela with a run-time of one hour 15 minutes and a 438m beam distance. On low, they feature 190 lumens, 12,000 candela, a run-time of four-and-a-half hours and a 219m beam distance.

On high, the Strion HPL delivers 615 lumens and 40,000 candela, with a 1hr run-time and a 400m beam distance. On low, it offers 160 lumens, 10,000 candela, a run-time of three hours and 45 minutes and a beam distance of 200 metres.

The lights feature the latest in C4 LED technology and a deep-dish parabolic reflector that produces a long-range beam with optimal peripheral navigation.

The Stinger HPL models are powered by a three-cell, 3.6V Ni-MH sub-C battery, while the Strion HPL is powered by a lithium-ion battery. Both are rechargeable up to 1,000 times.

Both also feature a multi-function, push-button switch for one-handed operation of the light's momentary, variable-intensity or

strobe modes. The Stinger DS HPL includes a second, easy-to-access, push-button tactical tail switch that is independently operated.

The new lights' casings are constructed from 6000-series machined aircraft aluminium with an anodised finish.

The Stinger HPL measures 9.23 inches long and weighs 13.6oz; the dual-switch model measures 9.65 inches and weighs 14oz. The Strion HPL is 5.9 inches long, and weighs 5.2oz.

They are both IPX4-rated for water-resistant operation, and are 3m and 2m impact-resistance tested, respectively.

[Streamlight](http://www.streamlight.com)

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## MAKING CONTACT

# Eco-friendly and safe ammunition

Identifying market trends is always important, and French ammunition expert Sauvestre believes that it has the future covered with its lead-free ranges.



Sauvestre has built its reputation on innovation and reliability for nearly 30 years; its French-made patented technology aims to provide the best hunting experience for its customers.

The firm has always tried to anticipate the market to answer the demands of its clients. This is the reason why, early on, it developed two ranges of lead-free ammunition combined with its patented technology of 'internal arrow' and 'arrow bullet'.

#### Planning for the future

Thifan Industries, the firm behind the brand, believes that the future of hunting will be measured by eco-friendly and safe ammunition.

This is the reason why it created its FIP and BFS lead-free ranges to anticipate the market, looking ahead.

Its BFS lead-free range has been developed in the same spirit as its lead range to procure efficient ammunition in terms of accuracy, speed and stopping power.

Its new design developed the mushrooming effect of the bullet and is said to improve both the efficiency and the safety of the projectile.

The company believes that the ammunition is very safe because the fragmentation and ricochet risks are non-existent thanks to its technology and improved design.

Sales manager William Ybert

explained: "Our broad FIP range has always been lead free because we believe that this is the way the market is moving.

"We developed a wide range, including more than 40 calibres, from the 243 Win to the 458 Lott, that are offered in three specific varieties for stalking, driven shooting and safari game.

"This wide range of calibres ensures that our customers have everything they need for every kind of hunting, from driven hunting across moorland and through forests typified by the French region of Sologne to African safari.

"We have created a safe and efficient projectile to satisfy every hunter, with great accuracy,

stopping power and safety that is the hallmark of the reputation of our products."

Sauvestre maintains its original policy of innovation by creating new calibres and products to provide the best experience possible to its customers.

Among its latest innovations is the BFF, a low-budget ammunition projectile combined with its patented technology to provide quality ammunition at a lower price but still retaining the technical spirit of Sauvestre.

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## MAKING CONTACT

# UTG brand takes leap of faith for 2015

Proudly made in the USA, the UTG range of products is going from strength to strength, with more than ever planned for the coming year.

For more than 20 years, US-based manufacturer Leapers Inc has been supplying shooting, hunting and outdoor gear to the highest standards.

Six years ago it set up its Made in USA manufacturing operation and this looks set to expand further during 2015.

Its UTG Pro rails, stocks, grips, mounts and more are now proudly made at its US facility and plans are afoot for it to unveil its US-made scope line (including front focal plane reticle scopes) in the near future.

It has also launched its technologically advanced 8:1 zoom-ratio scope – one product offering many solutions, answering the need for a versatile scope to support all ranges of shooting.

The collection even includes a hunting scope specifically engineered for airgun use.

Also in the optical range is a deluxe rubber eyeshade that offers both functionality and comfort.

Then there's the collection of super-slim rails, which have been designed with young shots and hunters in mind, with the firm's rails now being offered in Cerakote coatings and in a wide range of colours.

### Looking good

There are more universal front and rear sights, while Leapers is rightly proud of the design behind its Made in USA POI (precision optics interface) rings and carry handle.

Look out, too, for the UTG monopod and the heavy-duty

Recon 360 bipod, not to mention all-new stocks.

A superior collection of UTG flashlights is also now available, including tactical combat lights and even a grip light model.

Also breaking new ground for the Michigan-based company are its True Hunter and Huntress shooting vests in a wide variety of colours.

Leapers boss David Ding told *Gun Trade World*: "We continue to make tremendous progress in expanding our in-house US and overseas manufacturing operations with additional machining capability, polymer injection operations as well as Cerakote operations.

"We launched more than 90 great-quality new products in 2014. They're all very substantial

with the most innovative and technological advancements, as well as with distinctive UTG/UTG PRO characters.

"We will expand even more in scopes, bipods, flashlights, Made in USA UTG PRO rails, stocks/grips and ring/mount lines in 2015. We will also start our Made in USA scope line, which will be a strategic move for us and our customers around the world.

"Very importantly, we continue to enhance our overall competitiveness by optimising our lean manufacturing to further achieve greater efficiency."

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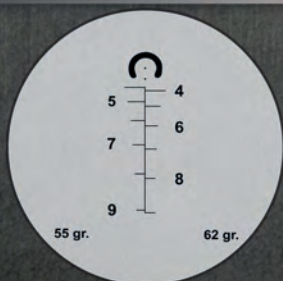
  
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